



SPORTS AND ENTERTAINMENT MARKETING MANAGEMENT TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Describe the nature of event marketing.
- Explain the nature of channel strategies.
- Coordinate distribution with other marketing activities.
- Select channels of distribution.
- Evaluate channel members.
- Explain distribution systems for the sport/event industries.
- Describe factors used by marketers to position products/businesses.



CASE STUDY SITUATION

You are to assume the role of marketing managers for FOCUS FILMS, an independent filmmaker. The owner of the company (judge) has asked you to create a marketing plan for its new film, *Capsized*, which chronicles a disaster aboard a cruise ship.

FOCUS FILMS creates its works without the financing and huge staff of major production studios, which can limit the success of independent filmmakers. There is no regulation in the United States regarding use of production companies, so smaller filmmakers often have a difficult time getting their movies out. In the United States, a few major corporations take home most of the profits from entertainment marketing. In the past, Hollywood producers have thought that the more money spent on a movie, the more profits it would earn. That philosophy was proven wrong in 1999 with the release of *The Blair Witch Project*. This independent film was made in just five days for less than \$50,000. Due to the extraordinary prerelease publicity created by the filmmaker, the movie earned more than \$500 million in domestic and foreign ticket sales, including video sales.

The owner (judge) wants you to make recommendations for a marketing plan for *Capsized* that will increase profits from video sales, merchandising, soundtracks, theme parks and global releases, as well as ticket sales from the United States and abroad. The owner (judge) emphasizes that worldwide distribution revenue is critical to bringing the movie into profitable territory.

You will present your recommendations to the owner (judge) in a meeting to take place in the conference room of the company's headquarters. The owner (judge) will begin the meeting by greeting you and asking to hear your recommendations. After you have presented your plan and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of owner of FOCUS FILMS, an independent filmmaker. You have asked a marketing management team (participant team) to make recommendations for a marketing plan to promote the company's new movie, *Capsized*.

FOCUS FILMS creates its works without the financing and huge staff of major production studios, which can limit the success of independent filmmakers. There is no regulation in the United States regarding use of production companies, so smaller filmmakers often have a difficult time getting their movies out. In the United States, a few major corporations take home most of the profits from entertainment marketing. In the past, Hollywood producers have thought that the more money spent on a movie, the more profits it would earn. That philosophy was proven wrong in 1999 with the release of *The Blair Witch Project*. This independent film was made in just five days for less than \$50,000. Due to the extraordinary prerelease publicity created by the filmmaker, the movie earned more than \$500 million in domestic and foreign ticket sales, including video sales.

You have asked the marketing management team (participant team) to make recommendations for a marketing plan for *Capsized* that will increase profits from video sales, merchandising, soundtracks, theme parks and global releases, as well as ticket sales from the United States and abroad. You have emphasized that worldwide distribution revenue is critical to bringing the movie into profitable territory.

The marketing management team (participant team) will present their marketing plan to you in a meeting to take place in the conference room of the company's headquarters. You will begin the meeting by greeting the participants and asking to hear their recommendations.

After the marketing managers (participant team) have presented their recommendations, you are to ask the following questions of each participant team:

1. How can movie studios cut costs?
2. Why are foreign markets important for movie studios?

Once the marketing managers (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

You are not to make any comments after the event is over except to thank the participants.

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series direct.

We thank you for your help.

JUDGE'S EVALUATION FORM

SMDM

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Describe the nature of event marketing?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Explain the nature of channel strategies?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Coordinate distribution with other marketing activities?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Select channels of distribution?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Evaluate channel members?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain distribution systems for the sport/event industries?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Describe factors used by marketers to position products/businesses?	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION					
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____
TOTAL SCORE					_____