



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

BUSINESS - TO - BUSINESS MARKETING

Thank you for agreeing to share your time and knowledge with Collegiate DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from Collegiate DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all Collegiate DECA students and staff, thank you for serving as a competitive events judge!



CASE STUDY EVENTS | TEAMS

JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

EVENT OVERVIEW

- The event you have agreed to judge includes one case study situation.
- You have been assigned to judge the case study in one section of this event.
- In your section, you will judge 10-15 participant teams, who are only competing against each other in the preliminary competition. The top performing teams from each section will advance to final competition.
- Each team will have 1 hour to analyze the situation, come up with recommendations, and develop a presentation. Participant teams will then meet with you for a 15-minute presentation.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participants must accomplish during their presentation. The participants are given an additional four performance indicators that are based on 21st Century Skills. As a judge, you will evaluate each participant team's presentation according to these specific performance indicators, 21st Century Skills, and ability to answer questions..

YOUR ROLE AS A JUDGE

- Carefully review the case study and evaluation form, understanding your characterization as a judge. At this time you may want to develop questions to ask each team. When it is time for you to begin seeing the participants, they will be brought to your judging table one team at a time.
- When a participant team is brought to your judging table, the 15-minute presentation time will begin immediately after introductions.
- Following the participant team's presentation of their solution to the case study, you may ask clarifying questions related to their presentation. If you developed general questions based on the case study, please ask these same questions to all participant teams for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Materials must be created by the participants using materials provided during the designated preparation period. Participants are permitted to use reference materials and visual aids.
- Close the interaction with the participant team by thanking them for their work. Please do not provide any feedback to the participant.
- Use pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participant teams throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



2 PARTICIPANTS



1 CASE STUDY



PRESENTATION TIME

Thank you for volunteering to evaluate our emerging leaders and entrepreneurs.



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Product/Service Management

BUSINESS TO BUSINESS MARKETING 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 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- 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
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Determine services to provide customer.
2. Develop strategies to position products/services.
3. Leverage product's/service's competitive advantage.
4. Communicate core values of product/service.



5. Determine discounts and allowances that can be used to adjust base prices.

CASE STUDY SITUATION

You are the membership directors at METROPOLITAN ADVERTISING FEDERATION, a trade association that represents all facets of the local advertising industry. The METROPOLITAN ADVERTISING FEDERATION (MAF) has 2,000 members made up of advertising agencies, writers, designers, artists, filmmakers, producers, publicists, freelancers, vendors and corporate marketers.

Members of MAF pay an annual membership fee of \$3,000. The MAF offers the following services to its members:

- Networking opportunities
- Educates members on the latest trends in technology, creativity and marketing
- Connects agencies with talent
- Industry news
- Provides community involvement opportunities to promote social responsibility
- Supports and promotes advertising related legislation and government issues
- Facilitates workshops and professional presentations
- Discounts on trade publications
- Free admission to mixers, workshops and awards dinners

While the MAF has secured membership from a significant portion of the large advertising agencies in the city, it has not been successful in recruiting smaller agencies and firms to join. The primary reason smaller agencies have declined membership is due to the steep membership fee. Several of the small agencies have commented that the \$3,000 annual fee would wipe out most of their marketing budget.

YOUR CHALLENGE

You will be meeting with an executive from a small advertising agency that is not convinced that a membership will benefit the agency. The president of METROPOLITAN ADVERTISING FEDERATION wants you to redesign a membership package that will be offered to smaller agencies. The president wants you to determine the following and pitch to the executive:

- Definition of smaller agencies (i.e. maximum number of employees)
- Annual membership fee for smaller agencies
- Services that will be provided for smaller agencies
- Correlation between MAF membership and marketing

You will pitch the smaller agency MAF membership to the executive in a meeting to take place in the executive's office. The executive may be accompanied by additional staff from the agency.



BUSINESS TO BUSINESS MARKETING, 2014

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Product/Service Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Determine services to provide customer?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop strategies to position products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Leverage product's/service's competitive advantage?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Communicate core values of product/service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine discounts and allowances that can be used to adjust base prices?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						