



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Promotion

ENTREPRENEURSHIP SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the role of promotion as a marketing function.
2. Identify types of public-relations activities.
3. Explain communications channels used in public-relations activities.
4. Build corporate brand.
5. Identify internal and external service standards.

EVENT SITUATION

You are to assume the role of the owner of BELLYFUL, a restaurant located in a city of 300,000 people. Your business partner (judge) has asked you to determine how the business can best give back to its community with limited financial resources.

BELLYFUL opened two years ago in the downtown district of a busy city. The restaurant features comfort foods inspired by regional cuisine. The downtown area location was considered a risk, given that many locals do not visit that area for dining. However, once the downtown business district and tourists tried BELLYFUL, word of mouth about the fantastic food spread quickly.

You and your business partner (judge) are extremely thankful that the local community has embraced the restaurant and dine there frequently. While the new business has done well its first two years, it still is not in a position with excess funds.

Your business partner (judge) has asked you to determine how BELLYFUL can give back to the local community, even though there are limited financial resources. Your business partner (judge) wants you to consider public relations activities that require little to no financing that would demonstrate to the local community that BELLYFUL appreciates the community's support and wants to give back.

Your business partner (judge) also wants you to decide the best communications channels to use to promote the public relations activity and how the activity will not only enhance the community, but build the BELLYFUL brand.

You will present your ideas to your business partner (judge) in a role-play to take place in your partner's (judge's) office. Your business partner (judge) will begin the role-play by greeting you and asking to hear your analysis. After you have presented your analysis and have answered your business partner's (judge's) questions, your business partner (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of a business partner of the owner of Bellyful, a restaurant located in a city of 300,000 people. You have asked the owner (participant) to determine how the business can best give back to its community with limited financial resources.

BELLYFUL opened two years ago in the downtown district of a busy city. The restaurant features comfort foods inspired by regional cuisine. The downtown area location was considered a risk, given that many locals do not visit that area for dining. However, once the downtown business district and tourists tried BELLYFUL, word of mouth about the fantastic food spread quickly.

You and the owner (participant) are extremely thankful that the local community has embraced the restaurant and dine there frequently. While the new business has done well its first two years, it still is not in a position with excess funds.

You have asked the owner (participant) to determine how BELLYFUL can give back to the local community, even though there are limited financial resources. You want the owner (participant) to consider public relations activities that require little to no financing that would demonstrate to the local community that BELLYFUL appreciates the community's support and wants to give back.

You also want the owner (participant) to decide the best communications channels to use to promote the public relations activity and how the activity will not only enhance the community, but build the BELLYFUL brand.

The participant will present ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. How important is it to develop a public relations activity now rather than wait until we are more financially sound?
2. Would asking other locally-owned restaurants to join us in this endeavor support or detract from our restaurant's goal of showing support to the community?

Once the owner (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the owner (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



ENTREPRENEURSHIP SERIES, 2019

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

I.D. Number: _____

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Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify types of public relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain communications channels used in public relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Build corporate brand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify internal and external service standards?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						