



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Communication Skills

SPORTS AND ENTERTAINMENT 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. Develop strategies to protect brand's reputation.
2. Develop communications objectives.
3. Explain the nature of effective written communications.
4. Write informational messages.
5. Select and utilize appropriate formats for professional writing.

CASE STUDY SITUATION

You are the director of customer relations and the director of marketing for BIG TIME TOURING GROUP, a company that promotes and manages major concerts and events. A new client, Josie Jones, is a former childhood star that is now embarking on a singing career. BIG TIME TOURING is managing Josie Jones' first concert tour with 45 shows across North America.

Josie Jones began her career acting in a popular television show featured on a cable network aimed at children. The popularity of the television show led to product extensions featuring Josie Jones: apparel, accessories, backpacks, notebooks and lunch boxes. The cable network made a huge profit selling the branded merchandise. Josie Jones became so popular that even households without children were familiar with the star.

Josie Jones ended her relationship with the cable network and decided to begin a singing career. For one year, Josie was out of the spotlight while she recorded her debut album, "The New Me." The debut album features twelve tracks, each with lyrics that go against the child star image she had created on the television show. The songs feature very adult subject matter.

When BIG TIME TOURING first announced Josie Jones' tour, fans went wild. There were close to a million mentions of #TheNewMeTour on various social media sites. While tickets have not sold out, a large number have been purchased.

Last night was the first very performance of The New Me Tour and the reviews have been harsh. The critics blasted Josie Jones' voice quality and stage presence, but the worst reviews came from the concert attendees. The majority of bad reviews came from parents that took their children to the concert, thinking the Josie Jones performing would be like the childhood character played on television, when in fact a very different Josie Jones was featured.

Attendees complained that Josie Jones' revealing outfits, bad language and lewd acts were absolutely inappropriate for minors. References to the performer drinking alcohol on stage and starting riotous chants with vulgar language were also mentioned. At one point, Josie's manager was called to stage to pick up the inebriated star after she fell on stage. These reviews have caused a big stir and many ticket holders are now scrambling to sell their tickets.

YOUR CHALLENGE

You have been asked by the president of BIG TIME TOURING to analyze the situation and determine how to best respond. The president wants your team to create the following:

- A disclaimer for ticket sale sites that must be read before future Josie Jones' concert tickets are purchased
- A message about the concert and subject matter/age appropriateness designed for each venue's website
- A message about the concert for use on Josie Jones' professional website
- Message appropriate for Twitter, Facebook and Instagram

You will present your communications with the president in a meeting to take place in the president's office. Additional executives may accompany the president.

You will receive 2-3 questions from the judge pertaining to the case situation.



**SPORTS AND ENTERTAINMENT MARKETING,
2018**

Participant: _____

JUDGE'S EVALUATION FORM
State/Provincial Event 2

I.D. Number: _____

INSTRUCTIONAL AREA
Communication Skills

Participant: _____

I.D. Number: _____

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop strategies to protect brand's reputation?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the nature of effective written communications?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Write informational messages?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Select and utilize appropriate format for professional writing?	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						