



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Information Management

SPORTS AND ENTERTAINMENT MARKETING 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 demonstrate the 21st Century Skills and 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

- Explain the importance of company involvement in community activities.
- Assess information needs.
- Obtain needed information efficiently.
- Apply information to accomplish a task.
- Explain key factors in building a clientele.

EVENT SITUATION

You are to assume the role of a marketing consultant working for DJ FRILLS, a new business that provides DJ services for private events. The owner of the business (judge) wants to know how to best take advantage of a community event to gain new clients.

DJ FRILLS provides quality music and emcee services for events. The business is located in a small city, but due to the easy transportation of equipment, the owner (judge) can provide services to a radius of 150 miles. DJ FRILLS markets itself as the top entertainment choice for weddings, anniversary parties, birthday parties, school dances, retirement parties and quinceañeras.

The owner of the business (judge) is having a difficult time finding leads for potential new clients and has hired you for help. The owner (judge) is considering attending the upcoming BIG CITY WEDDING EXPO next month in a neighboring large city. Exhibit booths are available for vendors to promote their business and services.

The owner (judge) wants you to explain the following:

- Whether exhibiting at this community event will help grow the business
- Information the owner (judge) should gather from EXPO attendees
- How the information should be obtained
- Methods to utilize the gathered information to build a clientele

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the owner of DJ FRILLS, a new business that provides DJ services for private events. You have hired a marketing consultant (participant) to explain how to best take advantage of a community event to gain new clients.

DJ FRILLS provides quality music and emcee services for events. The business is located in a small city, but due to the easy transportation of equipment, you can provide services to a radius of 150 miles. DJ FRILLS markets itself as the top entertainment choice for weddings, anniversary parties, birthday parties, school dances, retirement parties and quinceañeras.

You are having a difficult time finding leads for potential new clients and have hired a marketing consultant (participant) for help. You are considering attending the upcoming BIG CITY WEDDING EXPO next month in a neighboring large city. Exhibit booths are available for vendors to promote their business and services.

You want the marketing consultant (participant) to explain the following:

- Whether exhibiting at this community event will help grow the business
- Information you should gather from EXPO attendees
- How the information should be obtained
- Methods to utilize the gathered information to build a clientele

The participant will present information 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. What are some items I should have at my exhibit booth?
2. Why should I ask for a list of other exhibitors?
3. In addition to exhibiting, are there other opportunities I should consider?

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

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

EVALUATION INSTRUCTIONS

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 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 director 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.



**SPORTS AND ENTERTAINMENT MARKETING SERIES
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2 - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Information Management

ID Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the importance of company involvement in community activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Assess information needs?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Obtain needed information efficiently?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Apply information to accomplish a task?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain key factors in building a clientele?	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						