



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Customer Relations

**SPORTS AND ENTERTAINMENT MARKETING
TEAM DECISION MAKING EVENT**

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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 have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of positive customer relations.
- Demonstrate a customer-service mindset.
- Build and maintain relationships with customers.
- Interpret business policies to customers/clients.
- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company’s desired results.
- Recognize/Reward others for their efforts and contributions.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the director of community relations for BIG CITY ENTERTAINMENT COMPLEX (BCEC), a local business that provides fun entertainment opportunities for the community. The owner (judge) wants you to design a customer rewards program.

BIG CITY ENTERTAINMENT COMPLEX is located in a large warehouse in a community of 200,000 people. The business offers batting cages, mini-golf courses, laser tag, bowling and arcade games. The cost of admission is \$25.00 for adults and \$15.00 for minors and senior citizens. Admission allows unlimited access to all the entertainment options at BCEC. BCEC also has various snack bars that sell pizzas, hamburgers, hotdogs, chicken tenders, salads, beverages and dessert items.

In an attempt to increase repeat visits, the owner of BCEC (judge) wants to begin offering customers a rewards program. A rewards program gives out incentives in order to encourage repeat business and promote loyalty. The owner (judge) is open to all ideas regarding the rewards program and has asked your team to design it. The owner (judge) needs you to determine the following:

- A name for the rewards program
- How the rewards program will work
- How points are earned
- Number of points needed to earn different levels of rewards
- Rewards

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. Case Study Situation
3. Judge 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the owner of BIG CITY ENTERTAINMENT COMPLEX (BCEC), a local business that provides fun entertainment opportunities for the community. You want the director of marketing and the director of community relations (participant team) to design a customer rewards program.

BIG CITY ENTERTAINMENT COMPLEX is located in a large warehouse in a community of 200,000 people. The business offers batting cages, mini-golf courses, laser tag, bowling and arcade games. The cost of admission is \$25.00 for adults and \$15.00 for minors and senior citizens. Admission allows unlimited access to all the entertainment options at BCEC. BCEC also has various snack bars that sell pizzas, hamburgers, hotdogs, chicken tenders, salads, beverages and dessert items.

In an attempt to increase repeat visits, you want to begin offering customers a rewards program. A rewards program gives out incentives in order to encourage repeat business and promote loyalty. You are open to all ideas regarding the rewards program and have asked the director of marketing and the director of community relations (participant team) to design it. You need the director of marketing and the director of community relations (participant team) to determine the following:

- A name for the rewards program
- How the rewards program will work
- How points are earned
- Number of points needed to earn different levels of rewards
- Rewards

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

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

1. How will this rewards program encourage repeat business?

2. How should we promote this new rewards program?

Once the director of marketing and the director of community relations (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing and the director of community relations (participant team) the work.

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

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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

Participant: _____

ID Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations?	0-1-2-3	4-5-6	7-8	9-10	
2.	Demonstrate a customer-service mindset?	0-1-2-3	4-5-6	7-8	9-10	
3.	Build and maintain relationships with customers?	0-1-2-3	4-5-6	7-8	9-10	
4.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
6.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3	4-5-6	7-8	9-10	
7.	Recognize/Reward others for their efforts and contributions?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						