



*An Association of Marketing Students*®

SMDM-03  
State Event 2

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

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators Evaluated, Specific Performance Indicators Evaluated 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 give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS EVALUATED**

- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic Performance Indicators

### **SPECIFIC PERFORMANCE INDICATORS EVALUATED**

- Develop a promotional plan for a business.
- Design a frequency marketing program.
- Explain the nature of a promotional plan.
- Describe the concept of promotion in sports and entertainment marketing.
- Identify the elements of the promotional mix.
- Write promotional messages that appeal to targeted markets.
- Prepare a promotional budget.

## CASE STUDY SITUATION

You are to assume the roles of marketing consultants. The vice president (judge) of FILMPLEX has hired you to design an anniversary celebration for the chain.

FILMPLEX is a chain of more than 25 movie theater facilities that have eight screens each. By locating its facilities in small towns with few other entertainment options, FILMPLEX has enjoyed many years of full houses.

FILMPLEX has several companywide promotions running currently. For each film, one show a day is offered at a 40% discount. Citizens over age 65 enjoy a half-price ticket fee all the time. Also at least one of the film offerings will always be G-rated to address the needs of families.

Each location has a full-service concessions stand that includes the standard movie fare of popcorn, drinks, candy and other snack food; each location is allowed to add its own unique items as it wishes. Finally, each location just underwent a full renovation of all theaters, installing digital wall-to-wall screens, the latest sound equipment, reclining seats with cupholders and at least one screen with stadium-style seating.

While FILMPLEX has wisely located its facilities in areas with few other entertainment options, management is concerned about the competition from home entertainment, including satellite television, HDTV and home theater.

FILMPLEX celebrates its 25<sup>th</sup> anniversary this year and wants to reward its loyal customers. Managers of each facility are traditionally allowed to plan their own special events, targeted to the unique traits of their area. Market research shows that all theaters welcome about 60% of their customers at least twice a month.

The FILMPLEX home office is willing to support a companywide celebration rewarding loyal customers, and hopes to improve the percentage of frequent users. While this program is initially planned for one year, FILMPLEX is open to continuing the program if it is successful.

The vice president (judge) has hired you to create a yearlong anniversary celebration that each manager could use in his or her theater, no matter the location. The celebration should include a loyalty marketing program that provides rewards to frequent users, defined as those who visit the theater at least two times a month. The program should also be attractive enough to increase the percentage of frequent users during its duration. Include in your plan a schedule of activities, a description of the loyalty program, an estimation of cost and impact on customers, and a list of personnel needs per theater.

You will present your anniversary celebration plan to the vice president (judge) in a meeting to take place at the FILMPLEX home office. The vice president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have answered the vice president's (judge's) questions, the vice president (judge) will conclude the meeting by thanking you for your work.

## **JUDGE'S INSTRUCTIONS**

You are to assume the role of vice president of FILMPLEX. You have hired consultants (participant team) to design an anniversary celebration for the chain.

FILMPLEX is a chain of more than 25 movie theater facilities that have eight screens each. By locating its facilities in small towns with few other entertainment options, it has enjoyed many years of full seats.

FILMPLEX has several companywide promotions running currently. For each film, one show a day is offered at a 40% discount. Citizens over age 65 enjoy a half-price ticket fee all the time. Also, at least one of the film offerings will always be G-rated to address the needs of families.

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While FILMPLEX has wisely located its facilities in areas with few other entertainment options, you are concerned about the competition from home entertainment, including satellite television, HDTV and home theater.

FILMPLEX celebrates its 25<sup>th</sup> anniversary this year and wants to reward its loyal customers. Managers of each facility are traditionally allowed to plan their own special events, targeted to the unique traits of their area. Market research shows that all theaters welcome about 60% of their customers at least twice a month.

The FILMPLEX home office is willing to support a companywide celebration rewarding loyal customers, and hopes to improve the percentage of frequent users. While this program is initially planned for one year, FILMPLEX is open to continuing the program if it is successful.

You have hired the consultants (participant team) to create a yearlong anniversary celebration that each manager could use in his/her theater, no matter the location. The celebration should include a loyalty marketing program that provides rewards to frequent users, defined as those who visit the theater at least two times a month. The program should also be attractive enough to increase the percentage of frequent users during its duration. Included in the plan should be a schedule of activities, a description of the loyalty program, an estimation of cost and impact on customers, and a list of personnel needs per theater.

The consultants (participant team) will present the anniversary celebration plan to you in a meeting to take place at the FILMPLEX home office. You will begin the meeting by greeting the consultants (participant team) and asking to hear their ideas.

After the initial presentation, you are to ask the following questions of each participant team:

1. How will this celebration translate into higher ticket and concession sales?
2. How can we ensure consistency in the program implementation?
3. How can we continue the momentum after the year is over, even if we decide not to continue this program?
4. How should we evaluate the effectiveness of the program?

Once the consultants (participant team) have presented their ideas and have answered your questions, you will conclude the session by thanking them for their work.

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

## **JUDGING THE PRESENTATION**

The Management Team Decision-Making events were created by DECA in response to the career opportunities available for participants in these occupational areas.

The participant team will first take a comprehensive exam based on knowledge of general marketing Performance Indicators. Participant teams with a career interest in one of the occupational areas will analyze a case situation related to a business in the chosen occupational area. The participant team will make decisions regarding the situation, then make an oral presentation.

The participant team will assume the role of a management team for the business represented in the case situation. The role of the judge(s) is that of an executive (if one judge) or executive team (if more than one judge) for the business.

Participants will be evaluated according to the Evaluation Form.

Participants will be scheduled for presentations at fifteen (15) minute intervals.

Please place the participant team's name and identification number in the upper right-hand corner of the Evaluation Form (unless it has already been done for you).

During the first 10 minutes of the interview (after introductions), the participant team will present their analysis, decisions/recommendations, and the rationale behind the decisions. Allow the participants to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes you are to ask questions of the participant team to determine their understanding of the situation presented. Both members of each team should respond to at least one question. To ensure fairness, you must ask each participant team the same questions (questions are provided in the Judge's Instructions). After asking the standard questions, you may ask other questions specific to the current participant team.

After the questioning period, please thank the participants for their input. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is one hundred (100) points. The presentation will be weighed at twice (2 times) the value of the exam scores.

A score of "Exceptionally Well Done" in any category means that, in your opinion, the information is presented in a very effective way; in effect, nothing more could be expected of an employee.

A score of "Well Done" in any category means that, in your opinion, the information is presented well. Though there may be a few minor problems or omissions, they are not significant.

An "Adequately Done" score means that the information is presented adequately. It meets minimum standards of acceptability.

A score of “Little Value” in any category means that some major flaw has been noted that damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

A “No Value” score means that the information presented is of no value. It is presented in such a way that it does not help the presentation at all.

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your event director.