



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

- Explain the concept of price in sports and entertainment marketing.
- Explain factors affecting pricing decisions.
- Describe considerations for the pricing of services.
- Select an approach for setting a base price.
- Identify strategies for pricing new products (for imitative new products, for innovative new products).
- Set event prices.
- Adjust prices to maximize profitability.

CASE STUDY SITUATION

You are to assume the roles of employees in the office of the vice president of operations of TROPICAL ICE, a major league hockey team located in a southern city. The vice president (judge) has asked you to set the ticket-pricing schedule for the hockey team's second season.

The TROPICAL ICE is an expansion team in the hockey league and plays in "The Freezer," a 20,000 seat arena with multiple concession and souvenir stands and interactive games in the lobby. Last year was the team's first season, and attendance was heavy at first; the novelty of ice hockey in a warm climate drew a big crowd. Jack Frost, the team's mascot, was also a draw. However, the team did poorly, and once the newness wore off, attendance melted.

The following are the prices of tickets last year:

| | |
|----------------------------|---------------|
| Upper corner | \$10 per seat |
| Upper level goal zone | \$22 per seat |
| Upper level mezzanine ends | \$35 per seat |
| Upper level sides | \$56 per seat |
| Lower level goal zone | \$80 per seat |
| Club level (200's) | \$85 per seat |
| Lower level sides | \$92 per seat |
| Parking | \$10 per car |

The break-even cost per seat is \$25, with the exception of the club level's 2,000 seats. Because the club level also comes with the additional services of a wait staff, the break-even cost for these seats is \$40. There are 40 home games scheduled for this season.

The only ticket incentive given last year was a mini-package program. If a person ordered at least two seats each for a total of 10 games, the person received a 25% discount. Fewer than 100 packages were sold.

Among other duties, the vice president of operations (judge) is in charge of tickets and game-day festivities. This year, the vice president (judge) wants to improve attendance, starting with the ticket prices. The vice president (judge) is interested in adding different ticket package programs, including season tickets and family programs. The vice president (judge) is also open to other new ideas. The general manager and coaching staff have been hard at work developing a skilled team that should have a better season this year. In addition, there will be more game entertainment, including pregame skating, autograph signing and giveaways.

You are to determine the prices of tickets this season. You are also to plan appropriate ticket packages that would increase attendance to an average of 85% attendance every game. You should also include in your plan suggestions on how to promote ticket sales.

You will present your plan to the vice president (judge) in a meeting to take place in the team conference room. The vice president (judge) will begin the meeting by greeting you and asking to hear your plan. Once you have presented your ideas and 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 operations of TROPICAL ICE, a major league hockey team located in a southern city. You have asked a team of your employees (participant team) to set the ticket-pricing schedule for the hockey team's second season.

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Among other duties, you are in charge of tickets and game-day festivities. This year you want to improve attendance, starting with the ticket prices. You are interested in adding different ticket package programs, including season tickets and family programs. You are also open to other new ideas. The general manager and coaching staff have been hard at work developing a skilled team that should have a better season this year. In addition, there will be more game entertainment, including pregame skating, autograph signing and giveaways.

You have asked the employees (participant team) to determine the prices of tickets this season. The employees (participant team) are also to plan appropriate ticket packages that would increase attendance to an average of 85% attendance every game. Included in the plan should also be suggestions on how to promote ticket sales.

The employees (participant team) will present their plan to you in a meeting to take place in the team conference room. You will begin the meeting by greeting the employees (participant team) and asking to hear the plan.

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

1. Which is the best package to promote? Which gives us the highest profit?
2. How can we couple your ticket packages with other special promotions, like giveaways and special entertainment during games?
3. What kind of incentives can we offer our sales staff to sell ticket packages?

Once the employees (participant team) have presented a plan and have answered your questions, you will conclude the meeting by thanking the employees (participant team) 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 you will close the event by thanking 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 maximum score of "Exceeds Expectations" in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A "Meets Expectations" rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA's Certificate of Excellence at the international conference.

A "Below Expectations" score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either 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) or that the information presented is of no value (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.