



SPORTS AND ENTERTAINMENT MARKETING 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

- Organize sports/entertainment events.
- Explain the concept of product in sports and entertainment marketing.
- Explain the nature of product extensions in services marketing.
- Determine merchandising opportunities for a sports and entertainment event.
- Evaluate event sponsorship proposals.
- Explain environmental factors conducive to customer satisfaction.

CASE STUDY SITUATION

You are to assume the roles of event coordinators from SPORTS EVENT MARKETING (SEM). The president of the REGIONAL YOUTH SOCCER ASSOCIATION (judge) has asked you to plan a youth league soccer tournament.

Soccer is an extremely popular sport in this area. Your firm was hired by the REGIONAL YOUTH SOCCER ASSOCIATION to plan an inter-league tournament. The eight different youth leagues in the region wish to have a single elimination tournament for their champion teams in the 7–10 age group. Over the three days of the tournament, girls' teams would play in one tournament, boys' teams in another. Each game would have two 30-minute halves with a 10-minute halftime. First-round games would be determined by a lottery, and the schedule for games is as follows:

GAME SCHEDULE				
<i>The following games would be held concurrently on both fields.</i>				
Day 1	Game 1, 8 a.m. <i>(Team 1 v. 8)</i>	Game 2, 11 a.m. <i>(Team 2 v. 7)</i>	Game 3, 1 p.m. <i>(Team 3 v. 6)</i>	Game 4, 4 p.m. <i>(Team 4 v. 5)</i>
Day 2	Game 1, 10 a.m.		Game 2, 2 p.m.	
Day 3		Finals, 4 p.m. and 6 p.m., main field. Awards to follow.		

The ASSOCIATION has reserved two fields at the local community college for play. The main field has a stadium that can seat 2,000, and the second field has no seating area. Restrooms, a press box, a public address system and sports trainers are available, but the facility has no permanent snack facility and no lights for night play. The ASSOCIATION wishes to have the finals for both girls and boys tournaments take place on the main field. Referees are all reserved, and there is a pool of 30 volunteers to help with miscellaneous duties each day.

While a new tournament to determine the regional champion is very exciting, organizing and paying for it is not. Your firm was hired to help organize the event by planning other logistics (parking, announcers, trophies, extra seating, etc.), selling sponsorships, organizing a printed program, determining merchandising possibilities and planning promotion. The ASSOCIATION wants to invest in this tournament idea in the hopes that it could be a source of revenue for the eight leagues.

You will present your plan for the tournament to the ASSOCIATION president (judge) in a meeting to take place in the ASSOCIATION's office. The ASSOCIATION president (judge) will begin the meeting by greeting you and asking to hear your ideas. Once you have made your presentation and have answered the ASSOCIATION president's (judge's) questions, the ASSOCIATION president (judge) will conclude the meeting by thanking you for your work on this project.

JUDGE'S INSTRUCTIONS

You are to assume the role of president of the REGIONAL YOUTH SOCCER ASSOCIATION. You have hired event coordinators from SPORTS EVENT MARKETING (participant team) to plan a youth league soccer tournament and present the proposal to you.

Soccer is an extremely popular sport in this area. You hired the team from SPORTS EVENT MARKETING (participants) to plan an inter-league tournament. The eight different youth leagues in the region wish to have a single elimination tournament for their champion teams in the 7–10 age group. Over the three days of the tournament, girls' teams would play in one tournament, boys' teams in another. Each game would have two 30-minute halves with a 10-minute halftime. First-round games would be determined by a lottery, and the schedule for games is as follows:

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The event coordinators (participants) will present their plan for the tournament to you in a meeting that will take place in the ASSOCIATION's office. You will open the meeting by greeting the event coordinators (participants) and asking to hear their plan.

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

1. How can we evaluate the success of this tournament?
2. Which of your suggestions do you think we can use again if we do this tournament next year?
3. What risks should we anticipate?

Once the event coordinators (participants) have presented their plan and have answered your questions, you will conclude the meeting by thanking them for their work on this project.

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 competencies. 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 must 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 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.