



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

- Demonstrate a customer service mindset.
- Develop rapport with customers.
- Build and maintain relationships with customers.
- Identify company's brand promise.
- Identify types of public-relations activities.
- Explain key factors in building a clientele.
- Describe factors used by businesses to position corporate brands.

CASE STUDY SITUATION

You are to assume the roles of the director of promotion and the director of customer relations for SAILGP, an international sailing league that was founded in 2018. The vice president of strategy (judge) wants your team to create a fan experience for contest winners that want to learn more about the sport.

SAILGP features high-performance boats, F50 foiling catamarans. Teams from 10 different countries compete each season in 12 events around the world. Each event consists of two days of competitive racing. There are three 15-minute heats per day on both days. The final race of the season is between the two highest-scoring crews over the season, with the winner winning \$1 million.

Traditional sailing competitions take place so far offshore that it is difficult for spectators to watch in-person. SAILGP races happen 20 yards away from land, which gives spectators a great view to watch and get a sense of the speed of the boats.

SAILGP has had no problems gaining corporate sponsors from across the globe, most notably a popular energy drink brand, a luxury watch brand and a sportswear brand.

The main challenge SAILGP faces is gaining new fans. People tend to think sailing is for yacht-club members and feel it targets wealthy men. SAILGP is trying to prove that sailing is a fun race, much like F1 races, horse racing or NASCAR. SAILGP executives want to run a contest rewarding 300 people with an exclusive SAILGP event experience.

The vice president of strategy (judge) wants you to create a fan experience for 300 winners of a contest SAILGP will hold on social media. The 300 winners will be flown to a SAILGP event in June and have all expenses paid with VIP tickets to the two-day SAILGP event. The vice president of strategy (judge) wants your team to create the fan experience, including what to provide the fans, how to introduce them to the sport, how to demonstrate the company image and how to build and maintain relationships so they become lifelong SAILGP fans.

You will present your ideas to the vice president of strategy (judge) in a role-play to take place in the vice president of strategy's (judge's) office. The vice president of strategy (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president of strategy's (judge's) questions, the vice president of strategy (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 vice president of strategy for SAILGP, an international sailing league that was founded in 2018. You want the director of promotion and the director of customer relations (participant team) to create a fan experience for contest winners that want to learn more about the sport.

SAILGP features high-performance boats, F50 foiling catamarans. Teams from 10 different countries compete each season in 12 events around the world. Each event consists of two days of competitive racing. There are three 15-minute heats per day on both days. The final race of the season is between the two highest-scoring crews over the season, with the winner winning \$1million.

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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 team:

1. Why is it important to grow our fan base?
2. What opportunities can we offer our corporate sponsors at this event?

Once director of promotion and the director of customer relations (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking director of promotion and the director of customer 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 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

Participant: _____

INSTRUCTIONAL AREA: Customer Relations

ID Number: _____

| Did the participant team: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Demonstrate a customer service mindset? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 2. | Develop rapport with customers? | 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. | Identify company's brand promise? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 5. | Identify types of public-relations activities? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 6. | Explain key factors in building a clientele? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 7. | Describe factors used by businesses to position corporate brands? | 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 | | | | | | |