



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Product/Service Management

**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 corporate branding.
- Generate product ideas.
- Explain the concept of product mix.
- Describe factors used by marketers to position products/services.
- Explain the concept of market and market identification.
- Determine factors affecting business risk.
- Explain the concept of competition.

CASE STUDY SITUATION

You are to assume the roles of the director of branding and the director of operations for ENTERTAIN, a management company that owns two eatertainment chains. The CEO (judge) wants you to create a new eatertainment concept that will attract new clientele of all ages.

Eatertainment venues contain varying types of entertainment and food options all in one space. Eatertainment is not a new concept. In the 1980s a chain of venues opened that combined restaurant service with live action reenactments of medieval tournaments. These venues became popular among all ages but had grown stale by the early 2000s.

In the early 2000s, ENTERTAIN opened GABE & SALLY'S, an eatertainment concept that combined a full-service restaurant and bar with an arcade. In 2013, ENTERTAIN opened its second eatertainment chain, SOCIAL SOCIETY. SOCIAL SOCIETY combines a full-service restaurant and bar, arcade games, bowling alley and movie theater.

Both GABE & SALLY'S and SOCIAL SOCIETY have had great success, but sales have grown stagnant. Customers have grown tired with the concepts as they had with the medieval tournaments of years past.

The CEO (judge) wants your team to generate ideas for an all-new next generation eatertainment concept. The new venue should offer new products and new services to customers and appeal to customers of all ages. Next, the CEO (judge) wants you to determine whether to replace GABE & SALLY'S and SOCIAL SOCIETY locations with your team's concept or to add the concept as ENTERTAIN's third chain.

In addition, the CEO (judge) wants your team to determine how to market and position the new eatertainment concept.

You will present your ideas to the CEO (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the CEO's (judge's) questions, the CEO (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 CEO for ENTERTAIN, a management company that owns two eatertainment chains. You want the director of branding and the director of operations (participant team) to create a new eatertainment concept that will attract new clientele of all ages.

Eatertainment venues contain varying types of entertainment and food options all in one space. Eatertainment is not a new concept. In the 1980s a chain of venues opened that combined restaurant service with live action reenactments of medieval tournaments. These venues became popular among all ages but had grown stale by the early 2000s.

In the early 2000s, ENTERTAIN opened GABE & SALLY'S, an eatertainment concept that combined a full-service restaurant and bar with an arcade. In 2013, ENTERTAIN opened its second eatertainment chain, SOCIAL SOCIETY. SOCIAL SOCIETY combines a full-service restaurant and bar, arcade games, bowling alley and movie theater.

Both GABE & SALLY'S and SOCIAL SOCIETY have had great success, but sales have grown stagnant. Customers have grown tired with the concepts as they had with the medieval tournaments of years past.

You want the director of branding and the director of operations (participant team) to generate ideas for an all-new next generation eatertainment concept. The new venue should offer new products and new services to customers and appeal to customers of all ages. Next, you want the director of branding and the director of operations (participant team) to determine whether to replace GABE & SALLY'S and SOCIAL SOCIETY locations with their concept or to add the concept as ENTERTAIN's third chain.

In addition, you want the director of branding and the director of operations (participant team) to determine how to market and position the new eatertainment concept.

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. What is the best channel to promote your concept?
2. What is the unique proposition of your concept?

Once the director of branding and the director of operations (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of branding and the director of operations (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 1

Participant: _____

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of corporate branding?	0-1-2-3	4-5-6	7-8	9-10	
2.	Generate product ideas?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of product mix?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
6.	Determine factors affecting business risk?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the concept of competition?	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						