



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Generate product ideas.
- Develop positioning concept for a new product idea.
- Describe factors used by marketers to position products/services.
- Explain the concept of marketing strategies.
- Build and maintain relationships with customers.

EVENT SITUATION

You are to assume the role of the general manager of ESCAPE ARTIST, a locally owned business in a city of 65,000 people. The owner (judge) wants you to generate new product or service ideas that will positively influence buying behavior and repeat business.

ESCAPE ARTIST opened in 2012 and offered two experience-based services. The first is a paint and sip service that offers customers step-by-step instructions by an artist to reproduce a pre-selected work of art while they enjoy beverages. Each day offers a new painting option. The second is an escape room that is a game in which a team of players discovers clues, solves puzzles and accomplishes tasks in a limited amount of time. The escape room theme is changed quarterly. These two experience-based entertainment services were extremely popular until the pandemic hit in 2020.

Once pandemic related restrictions were lifted, ESCAPE ARTIST also added a third experience-based entertainment option: axe throwing. Axe throwing involves a competitor throwing an axe at a target, attempting to hit the bullseye.

From 2021 until 2023, ESCAPE ARTIST has done well in engaging the community with the three entertainment options. Individuals, friend groups, dates, work outings and birthday parties have engaged in one or all of ESCAPE ARTIST's entertainment options. However, the community can only paint so many pictures, escape so many rooms and throw so many axes before the entertainment becomes less entertaining and more tiresome.

The owner of ESCAPE ARTIST (judge) wants you to generate an idea for a new entertainment or experience-based product/service the business can offer customers. The owner (judge) wants you to identify the value of your suggestion, develop a positioning concept for the suggestion and explain how it will influence customer buying behavior or encourage repeat business.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner's (judge's) questions, the owner (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. Event Situation
3. Judge Role-Play 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the owner of ESCAPE ARTIST, a locally owned business in a city of 65,000 people. You want the general manager (participant) to generate new product or service ideas that will positively influence buying behavior and repeat business.

ESCAPE ARTIST opened in 2012 and offered two experience-based services. The first is a paint and sip service that offers customers step-by-step instructions by an artist to reproduce a pre-selected work of art while they enjoy beverages. Each day offers a new painting option. The second is an escape room that is a game in which a team of players discovers clues, solves puzzles and accomplishes tasks in a limited amount of time. The escape room theme is changed quarterly. These two experience-based entertainment services were extremely popular until the pandemic hit in 2020.

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You want the general manager (participant) to generate an idea for a new entertainment or experience-based product/service the business can offer customers. You want the general manager (participant) to identify the value of your suggestion, develop a positioning concept for the suggestion and explain how it will influence customer buying behavior or encourage repeat business.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. How can employees help us market the new product/service?
2. Why should we or shouldn't we offer bundling of our services?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general manager (participant) for the work.

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

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.

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	Participant 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	Participant 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	Participant 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	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



SPORTS AND ENTERTAINMENT MARKETING SERIES 2024

JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Product/Service Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Generate product ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Develop positioning concept for a new product idea?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of marketing strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						