



## **CAREER CLUSTER**

Marketing

## **INSTRUCTIONAL AREA**

Information Management

# **PRINCIPLES OF MARKETING EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

## **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

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- Discuss the nature of information management.
- Assess information needs.
- Obtain needed information efficiently.
- Identify ways that technology impacts business.

## EVENT SITUATION

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You are to assume the role of an employee at BEST HOMES REALTY, a new real estate company in a medium sized market. The manager (judge) wants you to decide how to best gather information from attendees at a trade show.

BEST HOMES REALTY will soon be exhibiting at *Home & Garden Show*, a large trade show that has thousands of attendees from many surrounding cities. This will be the first time BEST HOMES REALTY is exhibiting, and the manager (judge) is excited to showcase the business's listings, services and tips for home buying and selling.

The manager (judge) is hopeful that exhibiting at *Home & Garden Show* will result in new customer leads. The manager (judge) wants you to determine how to best collect information from attendees that visit the BEST HOMES REALTY exhibit booth. The manager (judge) wants to use collected information to market the business.

You will present the information to the manager (judge) in a role-play to take place at the office. The manager (judge) will begin the role-play by asking you about your ideas. After you have presented the information to the manager (judge) and have answered the manager's (judge's) questions, the manager (judge) will conclude the role-play by thanking you for the information.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> 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**

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You are to assume the role of the manager at BEST HOMES REALTY, a new real estate company in a medium sized market. You want an employee (participant) to decide how to best gather information from attendees at a trade show.

BEST HOMES REALTY will soon be exhibiting at *Home & Garden Show*, a large trade show that has thousands of attendees from many surrounding cities. This will be the first time BEST HOMES REALTY is exhibiting, and you are excited to showcase the business's listings, services and tips for home buying and selling.

You are hopeful that exhibiting at *Home & Garden Show* will result in new customer leads. You want the employee (participant) to determine how to best collect information from attendees that visit the BEST HOMES REALTY exhibit booth. You want to use collected information to market the business.

The participant will present the information to you in a role-play to take place at the office. You will begin the role-play by asking about information management.

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

1. Should we give the attendees any incentives for providing their information?
2. What other ways can we use the customer information besides marketing?

After the employee (participant) has given you the information and has answered your questions, you will conclude the role-play by thanking the employee (participant).

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

## EVALUATION INSTRUCTIONS

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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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## PRINCIPLES OF MARKETING 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Information Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Discuss the nature of information management?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Assess information needs?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Obtain needed information efficiently?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Identify ways that technology impacts business?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
<b>TOTAL SCORE</b>						