



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Economics

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

- Describe the role of prices in markets.
- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Identify product's/service's competitive advantage.
- Demonstrate a customer service mindset.

EVENT SITUATION

You are to assume the role of the tour manager for QUIGGLES, a popular children's music group. The manager of the music label that represents the group (judge) wants you to determine the best option for ticket sales for an upcoming 50-city tour.

QUIGGLES are popular among young children from toddler – 7 years old. The group has a television show, several musical albums and a variety of branded merchandise. QUIGGLES had their first tour two years ago, playing in 25 mid-size markets.

Unfortunately, ticket sales for the first tour were a nightmare. You hired TIX, a ticket sales company, to manage the ticket sales. On the day tickets were supposed to go on sale, there was a glitch in the system and customers could not access QUIGGLES tickets. Once the glitch was resolved, the TIX site crashed for over 24-hours. Parents stayed up all night not wanting to miss purchasing tickets once the site was up and running. Once TIX fixed all of the issues, customers were outraged by the high convenience and processing fees that TIX charged on top of the ticket prices.

For this tour, the manager (judge) wants you to determine whether to use TIX again or to create a new system to sell all QUIGGLES tickets in-house. You must:

- List the economic advantages and disadvantages of using TIX
- List the economic advantages and disadvantages of creating a new system to sell tickets in-house
- Make a final decision

You will present your analysis and recommendation to the manager (judge) in a role-play to take place in the manager's (judge's) office. The manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your analysis and have answered the manager's (judge's) questions, the manager (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 manager of the music label that represents QUIGGLES, a popular children's music group. You want the tour manager (participant) to determine the best option for ticket sales for an upcoming 50-city tour.

QUIGGLES are popular among young children from toddler – 7 years old. The group has a television show, several musical albums and a variety of branded merchandise. QUIGGLES had their first tour two years ago, playing in 25 mid-size markets.

Unfortunately, ticket sales for the first tour were a nightmare. the tour manager (participant) hired TIX, a ticket sales company, to manage the ticket sales. On the day tickets were supposed to go on sale, there was a glitch in the system and customers could not access QUIGGLES tickets. Once the glitch was resolved, the TIX site crashed for over 24-hours. Parents stayed up all night not wanting to miss purchasing tickets once the site was up and running. Once TIX fixed all of the issues, customers were outraged by the high convenience and processing fees that TIX charged on top of the ticket prices.

For this tour, you want the tour manager (participant) to determine whether to use TIX again or to create a new system to sell all QUIGGLES tickets in-house. The tour manager (participant) must:

- List the economic advantages and disadvantages of using TIX
- List the economic advantages and disadvantages of creating a new system to sell tickets in-house
- Make a final decision

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. As we promote ticket sales, how can we communicate a positive experience?
2. How do we respond to customers that are still angry about last tour's ticket process?

Once the tour manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the tour 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 ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Economics

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the role of prices in markets?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate a customer service mindset?	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						