



**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Promotion

**ENTREPRENEURSHIP SERIES 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.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

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- Establish strategic relationships with others.
- Identify types of public-relations activities.
- Explain communications channels used in public-relations activities.
- Explain the role of promotion as a marketing function.
- Explain the role of customer service in positioning/image.

## **EVENT SITUATION**

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You are to assume the role of the owner of PET SLUMBER PARTY, a kennel that boards dogs and cats with daily and weekly rates. Your business partner (judge) feels the business would benefit from supporting a local non-profit and wants your ideas on how to establish a relationship with a neighbor.

PET SLUMBER PARTY is located on a large fenced-in lot with plenty of space for dogs to run and play. The facility itself has three screened-in patios for cats to lounge and get fresh air. The accommodations for the dogs and cats are spacious and pet parents can keep watch of their pets via a mobile app.

While PET SLUMBER PARTY is a beautiful facility and offers great services, many locals feel that the price for boarding is too high. This has unfortunately caused some negative feedback. Your business partner (judge) feels that PET SLUMBER PARTY would benefit from positive public relations.

Down the street from PET SLUMBER PARTY is a large residential type building that houses the non-profit COMFORT HOUSE. COMFORT HOUSE allows families to stay, at no cost, at the residence while a family member is hospitalized. COMFORT HOUSE has private rooms with bathrooms, common living and dining areas and a fully stocked kitchen available for all occupants. COMFORT HOUSE helps take the stress and financial burden of long stays off of family members of the hospitalized.

Your business partner (judge) wants you to identify public relations activities that PET SLUMBER PARTY can pitch to COMFORT HOUSE. Your business partner (judge) wants you to describe the public relations activity or activities, how it could help PET SLUMBER PARTY'S image and how the relationship and activities would be communicated to the appropriate audiences.

You will present your ideas to your business partner (judge) in a role-play to take place in the business partner's (judge's) office. The business partner (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 business partner's (judge's) questions, the business partner (judge) will conclude the role-play by thanking you for your work.

## 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 business partner of PET SLUMBER PARTY, a kennel that boards dogs and cats with daily and weekly rates. You feel the business would benefit from supporting a local non-profit and want the owner's (participant's) ideas on how to establish a relationship with a neighbor.

PET SLUMBER PARTY is located on a large fenced-in lot with plenty of space for dogs to run and play. The facility itself has three screened-in patios for cats to lounge and get fresh air. The accommodations for the dogs and cats are spacious and pet parents can keep watch of their pets via a mobile app.

While PET SLUMBER PARTY is a beautiful facility and offers great services, many locals feel that the price for boarding is too high. This has unfortunately caused some negative feedback. You feel that PET SLUMBER PARTY would benefit from positive public relations.

Down the street from PET SLUMBER PARTY is a large residential type building that houses the non-profit COMFORT HOUSE. COMFORT HOUSE allows families to stay, at no cost, at the residence while a family member is hospitalized. COMFORT HOUSE has private rooms with bathrooms, common living and dining areas and a fully stocked kitchen available for all occupants. COMFORT HOUSE helps take the stress and financial burden of long stays off of family members of the hospitalized.

You want the owner (participant) to identify public relations activities that PET SLUMBER PARTY can pitch to COMFORT HOUSE. You want the owner (participant) to describe the public relations activity or activities, how it could help PET SLUMBER PARTY'S image and how the relationship and activities would be communicated to the appropriate audiences.

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. Is it ethical for a business to promote its good deeds?
2. What are the risks involved with your suggestion?

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

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.



## ENTREPRENEURSHIP SERIES 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

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

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

### INSTRUCTIONAL AREA: Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Establish strategic relationships with others?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify types of public-relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain communications channels used in public-relations activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the role of customer service in positioning/image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						