



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Pricing

**BUSINESS SERVICES MARKETING 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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- Explain the nature and scope of the pricing function.
- Describe the role of ethics in pricing.
- Explain factors affecting pricing decisions.
- Explain the principles of supply and demand.
- Explain the nature of marketing management.

## **EVENT SITUATION**

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You are to assume the role of the director of sales at EVENTS UNLIMITED, a corporate event planning company. The owner (judge) wants you to analyze the use of dynamic pricing and make a recommendation.

EVENTS UNLIMITED works with corporate clients in the region to plan large scale events. Clients pay EVENTS UNLIMITED 15% of the total budget as a fee for securing contracts with various vendors to ensure a successful event.

Most corporate events occur during the summer months of June, July and August and in the winter months of December and January. These months are popular for holding employee appreciation parties, annual meetings and end of year celebrations.

The owner of EVENTS UNLIMITED (judge) wants to attract more business in the off months of February, March, April and May and feels that implementing dynamic pricing in the company's fees could bring in more business.

The owner (judge) wants you to analyze EVENTS UNLIMITED's potential use of dynamic pricing and explain how it could positively affect the company's client load during off-peak months and negatively affect the company's load during high peak months. The owner (judge) wants you to make a final recommendation on fees charged.

You will present your analysis 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 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**

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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 owner of EVENTS UNLIMITED, a corporate event planning company. You want the director of sales (participant) to analyze the use of dynamic pricing and make a recommendation.

EVENTS UNLIMITED works with corporate clients in the region to plan large scale events. Clients pay EVENTS UNLIMITED 15% of the total budget as a fee for securing contracts with various vendors to ensure a successful event.

Most corporate events occur during the summer months of June, July and August and in the winter months of December and January. These months are popular for holding employee appreciation parties, annual meetings and end of year celebrations.

You want to attract more business in the off months of February, March, April and May and feel that implementing dynamic pricing in the company's fees could bring in more business.

You want the director of sales (participant) to analyze EVENTS UNLIMITED's potential use of dynamic pricing and explain how it could positively affect the company's client load during off-peak months and negatively affect the company's load during high peak months. You want the director of sales (participant) to make a final recommendation on fees charged.

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 do we notify our loyal customers of any pricing changes?
2. What other types of businesses use dynamic pricing?

Once the director of sales (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of sales (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.



## BUSINESS SERVICES MARKETING SERIES 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

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

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

### INSTRUCTIONAL AREA: Pricing

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of the pricing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe the role of ethics in pricing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors affecting pricing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the principles of supply and demand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of marketing management?	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>						