



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Emotional Intelligence

## **SPORTS AND ENTERTAINMENT 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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- Foster positive working relationships.
- Build trust in relationships.
- Assess long-term value and impact of actions on others.
- Reinforce service orientation through communication.
- Explain the nature of marketing management.

## **EVENT SITUATION**

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You are to assume the role of the assistant manager of a local CINEMA TOWN, a chain of movie theaters across the nation. The general manager (judge) wants you to determine what actions to take after a late-night event that will build relationships with neighboring businesses.

CINEMA TOWN is located in an outdoor shopping plaza that houses several retailers and restaurants. The businesses immediately surrounding CINEMA TOWN include a beauty supply store, a jewelry store and an off-price apparel store. These neighboring businesses all share a parking lot area. Further down the road are two fast-food restaurants and a coffeeshop that line the street leading to CINEMA TOWN.

Last night, CINEMA TOWN held a special midnight showing of the long-awaited sequel to a blockbuster film. CINEMA TOWN had five of its theaters showing the film at midnight and all 750 seats sold out. The event started at 10:00PM as ticket holders filled the parking area to attend a midnight release party. Ticket holders dressed in costumes and brought props while CINEMA TOWN decorated a large area with balloons, streamers and other party decorations.

Employees scheduled to close CINEMA TOWN after the midnight showing were assigned to clean up the party area; however, because of the late hour the employees did not do a thorough job and the supervisor on duty let them leave. Today, the general manager (judge) arrived to find an incredibly messy parking lot filled with trash, props and costumes that customers left behind. Worse, the general manager (judge) realized that all of the neighboring businesses have trash and debris on their property, as well.

The general manager (judge) wants you to determine what action CINEMA TOWN staff can take to repair and build trust with the neighboring businesses in addition to cleaning up the mess.

You will present your plan to the general manager (judge) in a role-play to take place in the general manager's (judge's) office. The general manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the plan and have answered the general manager's (judge's) questions, the general manager (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 general manager of a local CINEMA TOWN, a chain of movie theaters across the nation. You want the assistant manager (participant) to determine what actions to take after a late-night event that will build relationships with neighboring businesses.

CINEMA TOWN is located in an outdoor shopping plaza that houses several retailers and restaurants. The businesses immediately surrounding CINEMA TOWN include a beauty supply store, a jewelry store and an off-price apparel store. These neighboring businesses all share a parking lot area. Further down the road are two fast-food restaurants and a coffeeshop that line the street leading to CINEMA TOWN.

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Employees scheduled to close CINEMA TOWN after the midnight showing were assigned to clean up the party area; however, because of the late hour the employees did not do a thorough job and the supervisor on duty let them leave. Today, you arrived to find an incredibly messy parking lot filled with trash, props and costumes that customers left behind. Worse, you realized that all of the neighboring businesses have trash and debris on their property, as well.

You want the assistant manager (participant) to determine what action CINEMA TOWN staff can take to repair and build trust with the neighboring businesses in addition to cleaning up the mess.

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. What are the costs involved with your suggestions?

2. Do you think we shouldn't hold special events in the future?

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



## SPORTS AND ENTERTAINMENT MARKETING SERIES 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

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

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

### INSTRUCTIONAL AREA: Emotional Intelligence

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Foster positive working relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Build trust in relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Assess long-term value and impact of actions on others?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Reinforce service orientation through communication?	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>						