



## **CAREER CLUSTER**

Marketing

## **CAREER PATHWAY**

Marketing Management

## **INSTRUCTIONAL AREA**

Selling

# **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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- Explain key factors in building a clientele.
- Discuss motivational theories impacting buying behavior.
- Explain the role of customer service as a component of selling relationships.
- Identify product's/service's competitive advantage.
- Explain the concept of marketing strategies.

## EVENT SITUATION

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You are to assume the role of the executive director for ALLIANCE CONCERT HALL, a large orchestra hall and venue. The owner (judge) wants you to develop a sales plan that will encourage new clientele and ticket sales as a result of the cinematic success of the movie *Wicked*.

This past fall, *Wicked* was a box-office success in movie theaters. A decade before, it was a three-time Tony Award winning Broadway musical. Since the Tony Award wins in 2004, *Wicked* has been performed on many stages off Broadway, touring throughout the nation and beyond.

ALLIANCE CONCERT HALL has many award-winning musical theater performances each season. Ticket sales for the musical theater shows are not as high as for plays, ballets or the symphony performances, but the owner (judge) feels that with the recent theatrical success of *Wicked*, ALLIANCE CONCERT HALL can gain new clientele.

The owner (judge) wants you to use the recent theatrical success of *Wicked* to develop a sales plan to gain new clientele at ALLIANCE CONCERT HALL and sell more tickets to the musical theater shows this season.

You will present your plan 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 the plan 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

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

You are to assume the role of the owner for ALLIANCE CONCERT HALL, a large orchestra hall and venue. You want the executive director (participant) to develop a sales plan that will encourage new clientele and ticket sales as a result of the cinematic success of the movie *Wicked*.

This past fall, *Wicked* was a box-office success in movie theaters. A decade before, it was a three-time Tony Award winning Broadway musical. Since the Tony Award wins in 2004, *Wicked* has been performed on many stages off Broadway, touring throughout the nation and beyond.

ALLIANCE CONCERT HALL has many award-winning musical theater performances each season. Ticket sales for the musical theater shows are not as high as for plays, ballets or the symphony performances, but you feel that with the recent theatrical success of *Wicked*, ALLIANCE CONCERT HALL can gain new clientele.

You want the executive director (participant) to use the recent theatrical success of *Wicked* to develop a sales plan to gain new clientele at ALLIANCE and sell more tickets to the musical theater shows this season.

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 long can we use this plan before it becomes outdated?
2. Describe the target market for this plan.

Once the executive director (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the executive director (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 ICDC PRELIMINARY 1

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

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

### INSTRUCTIONAL AREA: Selling

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss motivational theories impacting buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the role of customer service as a component of selling relationships?	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.	Explain the concept of marketing strategies?	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>						