



SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

SEM-26
Association Event 2

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Promotion

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the nature of a promotional plan.
- Coordinate activities in the promotional mix.
- Explain the role of promotion as a marketing function.
- Explain the concept of market and market identification.
- Describe factors that marketers use to position products/services.

EVENT SITUATION

You are to assume the role of the marketing manager for ECHOVERSE EXPERIENCES, a company that tours the country with unique live, in-person events. The president of the company (judge) wants you to create a promotional plan that will communicate the uniqueness and emotional impact of the experience.

ECHOVERSE EXPERIENCES offers immersive audio journeys. The live, in-person events feature audiences wearing noise-canceling headphones and being guided through soundscapes that blend narration, music and sounds of the environment. Participants sit in semi-darkness and are asked to close their eyes during the experience. Unlike concerts, plays or movies, the entertainment is fully sound-driven and imagination-based.

The president (judge) is finding it challenging to sell tickets because people do not understand the concept since it is so different from other mainstream entertainment. Feedback has shown that some think the experience sounds too abstract and others assume it is like listening to a podcast. The intent of ECHOVERSE EXPERIENCES is to provide stress relief, creative inspiration and offer a new, nontraditional form of entertainment.

The president (judge) wants you to create a promotional plan that will introduce ECHOVERSE EXPERIENCES to new audiences. The president (judge) wants the plan to include:

- Description of target market
- Activities in the promotional mix
- Communications channels to reach target market
- Positioning strategy for ECHOVERSE EXPERIENCES

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the president of ECHOVERSE EXPERIENCES, a company that tours the country with unique live, in-person events. You want the marketing manager (participant) to create a promotional plan that will communicate the uniqueness and emotional impact of the experience.

ECHOVERSE EXPERIENCES offers immersive audio journeys. The live, in-person events feature audiences wearing noise-canceling headphones and being guided through soundscapes that blend narration, music and sounds of the environment. Participants sit in semi-darkness and are asked to close their eyes during the experience. Unlike concerts, plays or movies, the entertainment is fully sound-driven and imagination-based.

You are finding it challenging to sell tickets since people do not understand the concept because it is so different from other mainstream entertainment. Feedback has shown that some think the experience sounds too abstract and others assume it is like listening to a podcast. The intent of ECHOVERSE EXPERIENCES is to provide stress relief, creative inspiration and offer a new, nontraditional form of entertainment.

You want the marketing manager (participant) to create a promotional plan that will introduce ECHOVERSE EXPERIENCES to new audiences. You want the plan to include:

- Description of target market
- Activities in the promotional mix
- Communications channels to reach target market
- Positioning strategy for ECHOVERSE EXPERIENCES

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. Where does the target market like to hang out in real life that we could promote ticket sales?
2. Are there any age demographics we should not consider for ticket sale promotion?

Once the marketing manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing 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 solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



SPORTS AND ENTERTAINMENT MARKETING SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of a promotional plan.	0-1-2-3	4-5-6	7-8-9	10	
2.	Coordinate activities in the promotional mix.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the role of promotion as a marketing function.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the concept of market and market identification.	0-1-2-3	4-5-6	7-8-9	10	
5.	Describe factors that marketers use to position products/services.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						