



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion

RETAIL MERCHANDISING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 21st 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.

21st CENTURY SKILLS

- 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

- Plan special event.
- Prepare store/department for special event.
- Explain the use of visual merchandising in retailing.
- Explain factors that influence customer/client/business buying behavior.
- Explain the role of customer service as a component of selling relationships.

EVENT SITUATION

You are to assume the role of the assistant manager at PAGE TURNERS, an independent bookstore in a large city. The store manager (judge) wants you to plan a special event to increase sales and build clientele.

PAGE TURNERS is located in the downtown neighborhood of a large city. The bookstore has plenty of older customers that have been loyal to the store for many years; however, younger customers tend to purchase books online or at large bookstore chains.

BookTok is a thriving community on TikTok focused on books where users share recommendations, reviews and engage in discussions. This subculture within TikTok has boosted book sales and sparked more interest in reading among younger audiences. The three most popular book genres on BookTok are romance, fantasy and historical fiction.

The store manager (judge) thinks if PAGE TURNERS hosts a special event that focuses on one of the popular book genres on BookTok, it will bring in younger customers. The store manager (judge) wants you to:

- Pick a popular BookTok genre: romance, fantasy or historical fiction
- Plan a special event for PAGE TURNERS featuring the chosen genre
- Explain how to prepare the store for the special event that will encourage sales and build clientele

You will present your ideas to the store manager (judge) in a role-play to take place in the store manager's (judge's) office. The store manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the store manager's (judge's) questions, the store manager (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, 21st 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 store manager of PAGE TURNERS, an independent bookstore in a large city. You want the assistant manager (participant) to plan a special event to increase sales and build clientele.

PAGE TURNERS is located in the downtown neighborhood of a large city. The bookstore has plenty of older customers that have been loyal to the store for many years; however, younger customers tend to purchase books online or at large bookstore chains.

BookTok is a thriving community on TikTok focused on books where users share recommendations, reviews and engage in discussions. This subculture within TikTok has boosted book sales and sparked more interest in reading among younger audiences. The three most popular book genres on BookTok are romance, fantasy and historical fiction.

You think if PAGE TURNERS hosts a special event that focuses on one of the popular book genres on BookTok, it will bring in younger customers. You want the assistant manager (participant) to:

- Pick a popular BookTok genre: romance, fantasy or historical fiction
- Plan a special event for PAGE TURNERS featuring the chosen genre
- Explain how to prepare the store for the special event that will encourage sales and build clientele

The participant will present information to you in a role-play to take place in the 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. Why did you choose that genre over the other two?
2. How can we follow-up with attendees after the event?

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

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 th 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 th 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 th percentile of business personnel performing this performance indicator.



RETAIL MERCHANDISING SERIES 2026

JUDGE'S EVALUATION FORM DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Plan special event?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Prepare store/department for special event?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the use of visual merchandising in retailing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	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	
21st CENTURY SKILLS						
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	
TOTAL SCORE						