



**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 the nature and scope of the selling function.
- Explain the selling process.
- Discuss motivational theories that impact buying behavior.
- Explain the concept of marketing strategies.
- Identify ways to track marketing-communications activities.

## **EVENT SITUATION**

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You are to assume the role of the sales manager for STAGE BEAT, a mid-sized entertainment company that produces and promotes live touring events. The marketing director (judge) wants you to develop quick turn incentives to improve click-to-buy conversions.

STAGE BEAT is currently promoting a comedy tour featuring three viral TikTok comedians. Tickets are priced at \$50 each, and VIP tickets are priced at \$100 each and include a special meet and greet with the comedians after the show.

STAGE BEAT has strong social media engagement and the TikTok comedians each have massive followings. The shows in major cities have all sold out; however, the shows in mid-tier cities are not selling well. With less than a month before five mid-tier city shows, half of the tickets remain unsold.

The marketing director (judge) reported that the number of clicks on the links for more information about tickets in the mid-tier cities is extremely high; however, the clicks for more information are not converting to ticket sales. The marketing director (judge) wants you to develop quick turn incentives that will improve click-to-buy conversions. In addition, the marketing director (judge) wants you to determine how STAGE BEAT can evaluate short-term results.

You will present your plan to the marketing director (judge) in a role-play to take place in the marketing director's (judge's) office. The marketing director (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 marketing director's (judge's) questions, the marketing director (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 marketing director for STAGE BEAT, a mid-sized entertainment company that produces and promotes live touring events. You want the sales manager (participant) to develop quick turn incentives to improve click-to-buy conversions.

STAGE BEAT is currently promoting a comedy tour featuring three viral TikTok comedians. Tickets are priced at \$50 each, and VIP tickets are priced at \$100 each and include a special meet and greet with the comedians after the show.

STAGE BEAT has strong social media engagement and the TikTok comedians each have massive followings. The shows in major cities have all sold out; however, the shows in mid-tier cities are not selling well. With less than a month before five mid-tier city shows, half of the tickets remain unsold.

You reported that the number of clicks on the links for more information about tickets in the mid-tier cities is extremely high; however, the clicks for more information are not converting to ticket sales. You want the sales manager (participant) to develop quick turn incentives that will improve click-to-buy conversions. In addition, you want the sales manager (participant) to determine how STAGE BEAT can evaluate short-term results.

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 the principles of supply and demand fit into your sales incentive?
2. Aside from ticket sale revenue, why is having a sold out show important to us?

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

| <b>Level of Evaluation</b> | <b>Interpretation Level</b>   |
|----------------------------|---|
| 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  
2026**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT 1

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

**INSTRUCTIONAL AREA:**  
Selling

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

| 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 selling function?       | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 2.                                    | Explain the selling process?                                | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 3.                                    | Discuss motivational theories that impact buying behavior?  | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | Explain the concept of marketing strategies?                | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 5.                                    | Identify ways to track marketing-communications activities? | 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>                    |   |                 |                    |                    |                      |              |