



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

SPORTS AND ENTERTAINMENT MARKETING 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

- Identify product's/service's competitive advantage.
- Build and maintain relationships with customers.
- Demonstrate a customer service mindset.
- Interpret business policies to customers/clients.
- Describe factors affecting business risk.

EVENT SITUATION

You are to assume the role of the assistant manager for VILLAGE LANES, a local bowling alley with 20 lanes. The manager (judge) wants you to decide how to schedule league bowling, open bowling and birthday parties.

VILLAGE LANES is a traditional bowling alley with 20 lanes and a snack bar. It is open Thursdays and Fridays from 5:00PM to 11:00PM and on Saturdays and Sundays from 11:00AM to 11:00PM. The snack bar sells pizza, hotdogs, nachos and popcorn along with sodas and adult beverages.

A regional bowling league wants VILLAGE LANES to host local bowling leagues for the community—one for adults, one for senior citizens and one for youth. Leagues would bowl on Saturdays for a total of three hours and could use all 20 bowling lanes, depending on the number of teams that register. The regional bowling league would provide VILLAGE LANES with half of all registration fees.

The manager (judge) knows that bowling leagues are a great way to build community and a fondness for bowling; however, Saturdays are a busy day at VILLAGE LANES. Typically, Saturdays and Sundays have open bowling for anybody that wants to drop-in to bowl, and Saturdays are the most popular day for birthday party packages that include bowling, pizza, soda and cake, which are a large money maker for VILLAGE LANES.

The manager (judge) wants you to decide how to schedule the local bowling league, open bowling and birthday parties at VILLAGE LANES that will build and maintain relationships with the community. The manager (judge) also wants you to determine how to communicate the schedule with customers.

You will present your ideas to the manager (judge) in a role-play to take place in the manager's (judge's) office. The 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 manager's (judge's) questions, the 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 manager for VILLAGE LANES, a local bowling alley with 20 lanes. You want the assistant manager (participant) to decide how to schedule league bowling, open bowling and birthday parties.

VILLAGE LANES is a traditional bowling alley with 20 lanes and a snack bar. It is open Thursdays and Fridays from 5:00PM to 11:00PM and on Saturdays and Sundays from 11:00AM to 11:00PM. The snack bar sells pizza, hotdogs, nachos and popcorn along with sodas and adult beverages.

A regional bowling league wants VILLAGE LANES to host local bowling leagues for the community—one for adults, one for senior citizens and one for youth. Leagues would bowl on Saturdays for a total of three hours and could use all 20 bowling lanes, depending on the number of teams that register. The regional bowling league would provide VILLAGE LANES with half of all registration fees.

You know that bowling leagues are a great way to build community and a fondness for bowling; however, Saturdays are a busy day at VILLAGE LANES. Typically, Saturdays and Sundays have open bowling for anybody that wants to drop-in to bowl, and Saturdays are the most popular day for birthday party packages that include bowling, pizza, soda and cake, which are a large money maker for VILLAGE LANES.

You want the assistant manager (participant) to decide how to schedule the local bowling league, open bowling and birthday parties at VILLAGE LANES that will build and maintain relationships with the community. You also want the assistant manager (participant) to determine how to communicate the schedule with customers.

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 could offering bowling leagues lead to additional revenue?
2. If we had to eliminate one of the leagues, which would be the best choice to eliminate?

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.



**SPORTS AND ENTERTAINMENT MARKETING SERIES
2026**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Interpret business policies to customers/clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe factors affecting business risk?	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						