



RETAIL MERCHANDISING SERIES EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

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

- 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

JUDGE 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 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.



RETAIL MERCHANDISING SERIES – 2026

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Promotion

Rate the participant's ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Plan special event?	0-1-2-3	4-5-6	7-8-9	10	
2.	Prepare store/department for special event?	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the use of visual merchandising in retailing?	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the role of customer service as a component of selling relationships?	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						