



SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Selling

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 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

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

JUDGE CHARACTERIZATION

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

- 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
DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Selling

Rate the participant's ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the selling function?	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the selling process?	0-1-2-3	4-5-6	7-8-9	10	
3.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8-9	10	
5.	Identify ways to track marketing-communications activities?	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						