



EVENT PLANNING EVENT

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Event Planning

INSTRUCTIONAL AREA
Pricing

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Case Study Situation.

You have up to 60 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 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, 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 considerations in event pricing.
- Establish pricing structure.
- Establish vendor/sponsor pricing objectives.
- Set attendance or participation goals.
- Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are event planners hired by **SCHOOL BELL**, a nonprofit organization that provides after-school activities and programs for underprivileged children in the area.

SCHOOL BELL has four corporate sponsors that provide funding and educational content for the participating children. Of the four corporate sponsors, two of them are financial institutions and only provide an annual check for \$5,000 and have no other involvement. The remaining two sponsoring companies are a fast-food restaurant chain and a supermarket chain. These two sponsoring companies provide annual checks and are directly involved a few times throughout the year to provide educational content, a fun social activity or a meal.

SCHOOL BELL wants to raise \$200,000 to purchase the land next to its current building to be used for a playground, basketball courts and a picnic area. The leadership has set aside \$50,000 to be used to host a charity gala. The gala will include a formal dinner, live band with dancing and a silent auction. The charity gala will also feature past youth participants of **SCHOOL BELL** who will share their success stories and the positive impact of **SCHOOL BELL**.

YOUR CHALLENGE

The executive director of **SCHOOL BELL** has secured a large ballroom at a local events center that holds 500 people for dinner, fifty round tables with ten seats, a large dance floor, stage, and areas for two bars.

While the leadership of **SCHOOL BELL** makes decisions on the menu and finalizes the guest speakers, the executive director has asked for your help in determining ticket pricing for the charity gala. With a goal of raising \$200,000 through ticket sales and the silent auction, attention must be given to the pricing strategy.

The executive director wants your team to recommend ticket pricing tiers that will attract potential corporate sponsors and philanthropists without pricing out community supporters. The executive director wants you to recommend ticket pricing for current corporate sponsors and any additional perks or add-ons they could receive.

In addition, the executive director wants you to identify one or two new strategic corporate sponsors that could help cover costs through sponsorships.

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 team.
- The maximum score for the evaluation is 100 points.

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.



EVENT PLANNING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA:

Pricing

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain considerations in event pricing.	0-1-2-3	4-5-6	7-8-9	10	
2.	Establish pricing structure.	0-1-2-3	4-5-6	7-8-9	10	
3.	Establish vendor/sponsor pricing objectives.	0-1-2-3	4-5-6	7-8-9	10	
4.	Set attendance or participation goals.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain factors that influence customer/client/business buying behavior.	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						