



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Emotional Intelligence

SPORTS AND ENTERTAINMENT MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Describe the nature of ethics.
- Explain reasons for ethical dilemmas.
- Recognize and respond to ethical dilemmas.
- Develop strategies to protect brand's reputation.
- Build trust in relationships.

CASE STUDY SITUATION

You are talent managers at PRO TALENT, a firm that manages the careers of celebrities. PRO TALENT is considered one of the top talent agencies in the country, managing several “A list” celebrities in the nation. PRO TALENT has two main offices; one in Los Angeles and one in New York City.

A new company named NEIGHBORHOOD has recently entered the entertainment marketplace. NEIGHBORHOOD provides celebrities with a mobile phone and phone number and encourages the celebrity to ask fans to text personal messages directly to the NEIGHBORHOOD mobile phone number. The celebrity does not need to reveal to fans that the mobile phone number is attached to NEIGHBORHOOD, so fans think they are texting the celebrity directly.

NEIGHBORHOOD, is in fact, an advertising agency. Once the NEIGHBORHOOD mobile phone number associated with the celebrity receives a text message, the sender is automatically enrolled, or opts in, to offers from third parties. The sender can receive up to three text messages a week from companies that have purchased mobile advertising from NEIGHBORHOOD. The text messages sent by the sender are not private and are owned by NEIGHBORHOOD. NEIGHBORHOOD is able to sell the data in packages to companies.

NEIGHBORHOOD profits by the data being sold. A sender that texts a YouTube celebrity is most likely young, has disposable income, and is easily persuaded by social media celebrities. A sender that texts an older celebrity most likely has financial obligations, has children, and a mortgage. Companies will spend more on advertising with NEIGHBORHOOD due because of the data and reach of the mobile marketing. In turn, the celebrity receives money for each text message received. It is an easy way for the celebrity to make extra money, given the reach celebrities have on social media. Celebrities are only required to send two texts each month, to any recipients of their choice, based on texts received.

YOUR CHALLENGE

Two of your clients have been offered contracts with NEIGHBORHOOD. The first is a 55-year old beloved actress that has won numerous Emmy awards and Golden Globes for her performance in a cable-television comedy show. The actress has been in the business for over thirty years and is a fan and critical favorite.

The second client is a popular influencer on social media. The influencer is a 22-year old male that is outspoken about the music industry. The influencer has driven sales of albums and subscriptions to streaming services for the last two years.

The senior vice president of PRO TALENT wants you to make recommendations for both clients on whether or not to partner with NEIGHBORHOOD. The senior vice president wants you to base your recommendation based on ethics, describing why or why not NEIGHBORHOOD is a good source of income and publicity for the clients you manage. You do not need the same recommendation for both clients.

If you, or if your clients, decide that NEIGHBORHOOD is a good choice, you must also develop strategies that will result in lower risks associated with the partnership.

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
2021**

JUDGE'S EVALUATION FORM
Association Event 2

Participant: _____

INSTRUCTIONAL AREA
Emotional Intelligence

Participant: _____

ID Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the nature of ethics?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain reasons for ethical dilemmas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Recognize and respond to ethical dilemmas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop strategies to protect brand's reputation?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Build trust in relationships?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						