



**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 21<sup>st</sup> 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 21<sup>st</sup> 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.

**21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Handle difficult customers.
- Interpret business policies to customers/clients.
- Build and maintain relationships.
- Write informational messages.
- Communicate core values of product/service.

## **EVENT SITUATION**

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You are to assume the role of the recreation manager for GRANT CITY PARKS & RECREATION (GCPR), an organization run by the city. The director of youth sports (judge) wants you to address the ongoing issue of hostile parents at youth sporting events run by the organization.

GRANT CITY PARKS & RECREATION'S goal is to create community through people, parks and programs. One program is youth sports. The director of youth sports (judge) has organized several athletic teams for various youth age groups to participate in, including soccer, softball, basketball and flag football. Along with offering youth sports, GCPR also recruits adult volunteers from the community to serve as coaches, referees and umpires.

One ongoing issue across all youth sports is unruly loud adult spectators that scream during the games, not as encouragement to the young players, but to criticize the volunteer coaches, referees and umpires. There have been instances of angry spectators approaching the adult volunteers and yelling, screaming and demeaning them. This has resulted in a decline in adult volunteers.

The director (judge) will soon be producing next season's youth sports guide and registration packet. The director (judge) has asked you how to effectively address the ongoing issue of hostile spectators at the games in the sports guide and registration packet. The director (judge) wants you to keep in mind that the spectators are also GCPR's customers, as they are the parents of children participating in the sports programs.

You will present your plan to the director (judge) in a role-play to take place in the director's (judge's) office. The 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 director's (judge's) questions, the director (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> 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

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You are to assume the role of the director of youth sports for GRANT CITY PARKS & RECREATION (GCPR), an organization run by the city. You want the recreation manager (participant) to address the ongoing issue of hostile parents at youth sporting events run by the organization.

GRANT CITY PARKS & RECREATION'S goal is to create community through people, parks and programs. One program is youth sports. You have organized several athletic teams for various youth age groups to participate in, including soccer, softball, basketball and flag football. Along with offering youth sports, GCPR also recruits adult volunteers from the community to serve as coaches, referees and umpires.

One ongoing issue across all youth sports is unruly loud adult spectators that scream during the games, not as encouragement to the young players, but to criticize the volunteer coaches, referees and umpires. There have been instances of angry spectators approaching the adult volunteers and yelling, screaming and demeaning them. This has resulted in a decline in adult volunteers.

You will soon be producing next season's youth sports guide and registration packet. You have asked the recreation manager (participant) how to effectively address the ongoing issue of hostile spectators at the games in the sports guide and registration packet. You want the recreation manager (participant) to keep in mind that the spectators are also GCPR's customers, as they are the parents of children participating in the sports programs.

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 can we address the issue at the sports fields/courts?
2. Is there any way to enforce zero tolerance for hostile spectators?

Once the recreation manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the recreation manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**SPORTS AND ENTERTAINMENT MARKETING SERIES  
2024**

**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
<b>PERFORMANCE INDICATORS</b>						
1.	Handle difficult customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Interpret business policies to customers/clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Write informational messages?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Communicate core values of product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						