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OCCUPATIONAL CATEGORY
Sports and Entertainment Marketing
Series

INSTRUCTIONAL AREA
Promotion

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Assess community relations opportunities for a sport/event.
2. Explain the nature of positive customer/client relations.
3. Reinforce a service orientation through communication.
4. Coordinate community outreach projects.

5. Select advertising media.

EVENT SITUATION

You are to assume the role of community relations manager for the BIG BEARS, a professional sports team. The owner (judge) has asked you to develop a plan to improve the team's involvement and visibility in the community.

The BIG BEARS are a minor league baseball team located in a suburban city. The city is supportive of the team, and often fills the newly built 10,000-seat stadium. The team, however, has been criticized for not being visible enough in the community and not serving as positive role models for the city's young people. As the community relations manager, you have been asked by the team owner (judge) to develop a plan to address these issues. The owner (judge) would like you to develop two community outreach projects in which the team and management will be visibly involved in the community, and explain the rationale for each. You should also select appropriate media to announce the team's commitment to the community.

You will present your plan to the team owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your plan and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures and Performance Indicators
2. Event Situation
3. Judge Role-play Characterization
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's Evaluation Instructions and Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of team owner of the BIG BEARS, a professional sports team. You have asked your community relations manager (participant) to develop a plan to improve the team's involvement and visibility in the community.

The BIG BEARS are a minor league baseball team located in a suburban city. The city is supportive of the team, and often fills the newly built 10,000-seat stadium. The team, however, has been criticized for not being visible enough in the community and not providing positive role model opportunities for youth. As team owner, you have asked the community relations manager (participant) to develop a plan to address these issues. You would like the community relations manager (participant) to develop two community outreach projects in which the team and management will be visibly involved in the community, and to explain the rationale for each. The community relations manager (participant) should also select appropriate media to announce the team's commitment to the community.

The community relations manager (participant) will present the plan to you in a role-play to take place in your office. You will begin the role-play by greeting the community relations manager (participant) and asking to hear the ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What promotional strategies do you recommend to support our activities?
2. After the completion of the two events, how will we continue to keep the BIG BEARS in a positive public light?
3. How do we measure the impact of our activities to create a positive public image for the BIG BEARS?

After the community relations manager (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking him/her for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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.

JUDGE'S EVALUATION FORM

SEM-09
Promotion

DID THE PARTICIPANT:

1. Assess community relations opportunities for a sport/event?

Little/No Value
0, 2

Attempts at assessing community relations opportunities for a sport/event were inadequate or weak.

Below Expectations
4, 6, 8

Adequately assessed community relations opportunities for a sport/event.

Meets Expectations
10, 12, 14

Effectively assessed community relations opportunities for a sport/event.

Exceeds Expectations
16, 18

Very effectively assessed community relations opportunities for a sport/event.

2. Explain the nature of positive customer/client relations?

Little/No Value
0, 2

Attempts at explaining the nature of positive customer/client relations were inadequate or weak.

Below Expectations
4, 6, 8

Adequately explained the nature of positive customer/client relations.

Meets Expectations
10, 12, 14

Effectively explained the nature of positive customer/client relations.

Exceeds Expectations
16, 18

Very effectively explained the nature of positive customer/client relations.

3. Reinforce a service orientation through communication?

Little/No Value
0, 2

Attempts at reinforcing a service orientation through communication were weak or incorrect.

Below Expectations
4, 6, 8

Adequately reinforced a service orientation through communication.

Meets Expectations
10, 12, 14

Effectively reinforced a service orientation through communication.

Exceeds Expectations
16, 18

Very effectively reinforced a service orientation through communication.

4. Coordinate community outreach projects?

Little/No Value
0, 2

Attempts at coordinating community outreach projects were inadequate or unclear.

Below Expectations
4, 6, 8

Adequately coordinated community outreach projects.

Meets Expectations
10, 12, 14

Effectively coordinated community outreach projects.

Exceeds Expectations
16, 18

Very effectively coordinated community outreach projects.

5. Select advertising media?

Little/No Value
0, 2

Attempts at selecting advertising media were inadequate or weak.

Below Expectations
4, 6, 8

Adequately selected advertising media.

Meets Expectations
10, 12, 14

Effectively selected advertising media.

Exceeds Expectations
16, 18

Very effectively selected advertising media.

6. Overall impression and response to the judge's questions.

Little/No Value
0, 1

Demonstrated few skills; could not answer the judge's questions.

Below Expectations
2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations
5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations
8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____