



SPORTS AND ENTERTAINMENT MARKETING MANAGEMENT TEAM DECISION MAKING 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 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the nature of positive customer/client relations.
- Explain the concept of market and market identification.
- Use conflict resolution skills.
- Develop strategies to position product/business.
- Handle customer/client complaints.
- Develop a public relations plan.
- Demonstrate appropriate creativity.

CASE STUDY SITUATION

You will assume the roles of vice president of marketing and vice president of human relations for a professional baseball team called the SENATORS. The team's president (judge) has asked you to produce a plan to retain a family atmosphere at the team's games.

The SENATORS have had a strong presence throughout the history of baseball. In the early years of modern baseball, the SENATORS won the first three World Series and have been a winning organization ever since. SENATORS' games have always provided a family atmosphere. Fans can expect fun-oriented entertainment and excitement when they attended a SENATORS game.

Recently the SENATORS have won their third consecutive World Series. With the roster of players they have going into the next season, they are sure to win a fourth. Since the SENATORS are doing so well, everyone has jumped on their bandwagon. This has made almost every home game a sellout event. Revenues are at their highest, and the team is ranked number one in merchandise sales, ticket sales and miscellaneous revenues.

In the year-end meeting with the president of SENATORS BASEBALL (judge), an alarming and potentially dangerous problem has been brought to your attention. SENATORS' baseball games are no longer seen as the fun family outings of the past. Fans attending a SENATORS game frequently encounter rowdy and obnoxious fans, who have little regard for family values.

The SENATORS' president (judge) has asked you to come up with a plan to bring back the family atmosphere that has always been associated with SENATORS baseball. The president wants your team from the marketing department and the human relations department to stop these trends before things get out of hand. Your plan should include how you will train staff members to implement any changes.

You will present your ideas to the president (judge) in a meeting to be held in the president's (judge's) office. The president (judge) will begin the meeting by greeting you and asking to hear your plans. Once you have presented your ideas and have answered the president's (judge's) questions, the president (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You will assume the role of president of the SENATORS, a professional baseball team. You have asked a management team made up of your vice president of marketing and vice president of human relations (participant team) to produce a plan to retain the family atmosphere of the team's games.

The SENATORS have had a strong presence throughout the history of baseball. In the early years of modern baseball, the SENATORS won the first three World Series and have been a winning organization ever since. SENATORS' games have always provided a family atmosphere. Fans can expect fun-oriented entertainment and excitement when they attended a SENATORS game.

Recently the SENATORS have won their third consecutive World Series. With the roster of players they have going into the next season, they are sure to win a fourth. Since the SENATORS are doing so well, everyone has jumped on their bandwagon. This has made almost every home game a sellout event. Revenues are at their highest, and the team is ranked number one in merchandise sales, ticket sales and miscellaneous revenues.

In your year-end meeting, an alarming and potentially dangerous problem was brought to your attention. SENATORS' baseball games are no longer seen as the fun family outings of the past. Fans attending a SENATORS game frequently encounter rowdy and obnoxious fans who have little regard for family values.

You have asked this managerial team (participant team) to come up with a plan to bring back the family atmosphere that has always been associated with SENATORS baseball. You want the team from the marketing department and the human relations department (participant team) to stop these trends before things get out of hand. The plan should include how to train staff members to implement any changes.

The managerial team (participant team) will present their ideas to you in a meeting to be held in your office. You will begin the meeting by greeting the managerial team (participant team) and asking to hear their plans.

After the managerial team (participant team) has presented their plans, you are to ask the following questions of each team:

1. Is it important to keep the family market? Our revenues are higher than ever, so will the loss of this market really be so bad?
2. What are the long-term effects if this problem is not addressed?
3. Will some of the restrictions that we implement effect our attendance numbers? If they will, are they worth it?

Once the managerial team (participant team) has answered your questions, you will conclude the meeting by thanking the managers (participants) for their work.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series direct.

We thank you for your help.

JUDGE'S EVALUATION FORM
SMDM-06
State Event

PERFORMANCE INDICATORS

DID THE PARTICIPANT:

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Explain the nature of positive customer/ client relations?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Explain the concept of market and market identification?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Use conflict resolution skills?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Develop strategies to position product/ business?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Handle customer/client complaints?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Develop a public relations plan?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Demonstrate appropriate creativity?	10-9	8-7	6-5-4	3-2-1-0	_____

PRESENTATION

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____

TOTAL SCORE
