



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Promotion

## **BUSINESS SERVICES MARKETING SERIES EVENT**

### **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 have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Determine customer needs
2. Explain the importance of company involvement in community activities
3. Explain the types of promotion
4. Explain communication channels used in public-relations activities
5. Identify types of public-relation activities

## EVENT SITUATION

You are to assume the role of a **Marketing Consultant at Solutions Marketing**. Solutions Marketing is ranked among the nation's largest 600 marketing agencies in the United States. Solutions Marketing prides itself on listening to its client's needs, goals and objectives. From this information, they skillfully craft an integrated plan of advertising, promotion, public relations, social media and direct marketing. Solutions Marketing is a full-service agency, with vast experience covering the full spectrum of the economy: manufacturing, health care, insurance, tourism, finance, service, government and consumer.

Solutions Marketing serves small and large businesses throughout the United States. One of your clients recently approached you from Liberty Mutual Insurance. Liberty Mutual Insurance has satellite offices throughout the United States focusing on auto, home and life insurance. One of their satellite offices located in Central Wisconsin contacted you about a community event they will be having in the near future, and they are looking for your agencies help in promoting and publicizing it.

The community event will be holding a 5K/10K Walk/Run Event for the American Cancer Society. The **Liberty Insurance Representative** (judge) has asked you to come up with different ways on how they can promote and publicize the event. Liberty Mutual also mentioned they are working with a limited budget and would not like to spend over \$10,000 on marketing the event, since all proceeds will go to the American Cancer Society. The Liberty Insurance Representative (judge) would like you to come up with a limited number of ways to promote the event, but ultimately wants the focus to be on public relation activities; possibly even getting additional sponsors if needed to help fund costs.

You will present your ideas to Liberty Mutual's Representative (judge) in a role-play to take place in his/her office. The Liberty Insurance Representative (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your promotion and public relations ideas and have answered the Liberty Mutual Representative's (judge's) questions, the Liberty Insurance Representative (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
2. Performance Indicators
3. Event Situation
4. 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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

The participant will assume the role of a **Marketing Consultant at Solutions Marketing**. Solutions Marketing is ranked among the nation's largest 600 marketing agencies in the United States. Solutions Marketing prides itself on listening to its client's needs, goals and objectives. From this information, they skillfully craft an integrated plan of advertising, promotion, public relations, social media and direct marketing. Solutions Marketing is a full-service agency, with vast experience covering the full spectrum of the economy: manufacturing, health care, insurance, tourism, finance, service, government and consumer.

Solutions Marketing serves small and large businesses throughout the United States. You (judge) are to assume the role of a **Business Representative** from Liberty Mutual Insurance, and you are in charge of holding special events. Liberty Mutual Insurance has satellite offices throughout the United States focusing on auto, home and life insurance. One of their satellite offices located in Central Wisconsin, which you work for, contacted the Marketing Consultant (participant) about a community event you will be having in the near future, and you are looking to Solutions Marketing to help in promoting and publicizing it.

The community event will be holding a 5K/10K Walk/Run Event for the American Cancer Society. As the Liberty Insurance Representative, you (judge) have asked the Marketing Consultant (participant) to come up with different ways to promote and publicize the event. Liberty Mutual also mentioned they are working with a limited budget and would not like to

spend over \$10,000 on marketing the event, since all proceeds will go to the American Cancer Society. As the Liberty Insurance Representative, you (judge) would like the Marketing Consultant (participant) to come up with a limited number to promote the event, but ultimately wants the focus to be on public relations activities; possibly even getting additional sponsors if needed to help fund costs.

The participant will present their ideas 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. Of your different promotional ideas, which one do you think will be the most cost effective and why?  
Possible answers:
  - *Utilizing social media sites by promoting on Facebook, Twitter and Instagram.*
  - *Creating contests and generating exciting is very inexpensive when using social mediums to target specific markets.*
  
2. How can additional revenue be generated from possible sponsors? And what would that money go towards?  
Possible answers:
  - *Race Sponsors to print t-shirts.*
  - *VIK sponsors (Value in Kind) to sponsor all snacks and beverages.*
  - *Students may also mention radio stations to run commercials and do a live broadcast at the event.*
  
3. How much will your plan cost in total?  
Possible answers:
  - *It is possible that the costs could be very minimal because of the secured sponsors.*

Once the Marketing Consultant (participant) has presented their ideas and has answered your questions, you will conclude the role-play by thanking the Marketing Consultant (participant) for their 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.

<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.



**BUSINESS SERVICES MARKETING SERIES,  
2015**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

**INSTRUCTIONAL AREA: Promotion**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Determine customer needs	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Explain the importance of company involvement in community	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain the types if promotion	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain communication channels used in public-relations activities	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Identify types of public-relation activities	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
<b>TOTAL SCORE</b>						