



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

SPORTS AND ENTERTAINMENT 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. Identify product opportunities
2. Identify methods/techniques to generate a product idea
3. Generate product ideas
4. Discuss actions employees can take to achieve the company's desired results
5. Demonstrate connections between company actions and results (influencing consumer behavior)

EVENT SITUATION

You are to assume the role of **Events and Operations Manager** of **Mud Masters** which is a company that produces team-oriented, 10-12 mile obstacle course events globally. Mary/Mark, Director of Operations (judge) has asked you to develop a product/service management plan to increase the number of repeat participants.

Mud Masters' events stress teamwork over personal finish times and rankings, and are not a timed race but are instead a team challenge that allows participants to experience exhilarating, yet safe, world-class obstacles the competitors won't find anywhere else. The courses are designed to test physical strength and mental grit. The courses' obstacles vary from event to event and from location to location. Each year new obstacles are created and included in the courses. Competitors and their teammates work to conquer incredible challenges both physically and mentally by working together and encouraging each other throughout the entire course. Obstacles often involve running, crawling, climbing, and jumping into and through mud or freezing cold water and even a potential encounter with electrical shock currents. Many obstacles force athletes to face their fears of darkness, heights, water, or tight spaces. Due to the immense physical and mental challenge, many people have adopted the "one and done" mentality. Participants think "did it once, don't need to do it again".

Events occur globally throughout the year, and cost for participation ranges from \$85- \$185 per race depending upon when the participant registers for the event. A portion of the race entry fee (5%) is donated to Companions for Heroes. Companions for Heroes is a non-profit organization that connects these last-chance pets which are obtained from shelters, rescues, and humane societies with active duty military, military veterans, first-responders, and their families that are forever transformed by the unconditional love and friendship that only a companion pet can provide.

You will present your product/service management plan to increase repeat participation to Mary/Mark (judge) in a role-play to take place in Mary's/Mark's (judges') office. Mary/Mark (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered Mary's/Mark's (judge's) questions, Mary/Mark (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

You are to assume the role of Mary/Mark, Director of Operations of Mud Masters which is a company that produces team-oriented, 10-12 mile obstacle courses events globally. You have asked your Events and Operations Manager (participant) to develop a product/service management plan to increase the number of repeat participants.

Mud Masters' events stress teamwork over personal finish times and rankings, and are not a timed race but are instead a team challenge that allows participants to experience exhilarating, yet safe, world-class obstacles the competitors won't find anywhere else. The courses are designed to test physical strength and mental grit. The courses' obstacles vary from event to event and from location to location. Each year new obstacles are created and included in the courses. Competitors and their teammates work to conquer incredible challenges both physically and mentally by working together and encouraging each other throughout the entire course. Obstacles often involve running, crawling, climbing, and jumping into and through mud or freezing cold water and even a potential encounter with electrical shock currents. Many obstacles force athletes to face their fears of darkness, heights, water, or tight spaces. Due to the immense physical and mental challenge, many people have adopted the "one and done" mentality. Participants think "did it once, don't need to do it again".

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The participant will present 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 of EACH of your participants:

1. Are there any other factors that you think would impact increasing repeat participation?
 - a. *Possible Solutions: Sample answers could include team performance, weather, incentives, cost, etc.*
2. What are some ways that you could gather information from athletes to better understand their interests?
 - a. *Possible Solutions: Talking with participants throughout the race area before, during, and after the race, sending out a survey to participants, creating an online survey for athletes to complete, etc.*
3. What role do you feel technology will play in the development of your plan to encourage repeat participation?
 - a. *Possible Solutions: social media, advertising, etc. Technology will vary based on who their target market is.*

Possible Solution to Increase Repeat Participation:

- *Stress or leak via social media the varied obstacles at different locations*
- *Feature premiere obstacles open to multiple- race competitors only*
- *Offer reduced pricing for multiple races*
- *Offer reduced pricing if competitors sign up for a future race within 30 days of completion of a race*
- *Offer a reduced rate if competitors complete a post-race survey within a designated, short- time after race completion*
- *Offer a unique promotional item for competitors that have finished multiple courses (different color headband, different finisher t-shirt, socks, hat, etc.)*

Once the student (participant) has presented his/her product/service management plan and has answered your questions, you will conclude the role-play by thanking him/her (participant) 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.



**SPORTS AND ENTERTAINMENT MARKETING
SERIES, 2016**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

**INSTRUCTIONAL AREA: PRODUCT/SERVICE
MANAGEMENT**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify product opportunities	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Identify methods/techniques to generate a product idea	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Generate product ideas	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Discuss actions employees can take to achieve the company's desired results	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Demonstrate connections between company actions and results (influencing consumer behavior)	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	
TOTAL SCORE						