

## SUGGESTIONS

### *Prepare Mentally*

Competitors should get sufficient sleep the night before competition so that they will be mentally alert and able to concentrate on the case study.

### *Dress Appropriately*

Professional dress should be worn to all conference sessions. Competitors must wear an official DECA blazer during interaction with the judges.

### *Follow the Program Agenda*

Locate the event room beforehand and arrive at the site early enough to be acclimated to the environment, relaxed, etc. Competitors must be on time for each event.

### *Use Preparation Time Wisely*

Competitors should take advantage of the time provided for each activity of the event. During the written test, competitors should think through each item completely and carefully while gauging the time appropriately. If time allows, recheck the answers. While preparing for the case study presentation, competitors should use all the time allotted constructively.

### *Performance Indicators*

When teams approach the case study situation, they are given a list of seven **performance indicators (PIs)**. These are tasks or competencies the team must demonstrate as they accomplish the specific industry-oriented task. **They will be evaluated on the specific performance indicators listed for the event.** Lists of performance indicators are available on DECA's Web site at [www.deca.org](http://www.deca.org).

Performance indicators are bits of the curriculum, such as "Identify a target market," or "Identify the elements of a promotional mix," or "Explain the principles of supply and demand."

Although they are quite specific, performance indicators are organized under broader topics **called instructional areas**. You will recognize instructional areas as units of the marketing education curriculum, such as selling, promotion, economics, distribution, pricing, marketing information management, financial analysis, product / service management, communication skills, and operations.

To have the best chance in competition, teams must focus on the performance indicators.

*For more tips and suggestions, please refer to the Everything You Wanted to Know About Team Decision Making Events, An Instructor's Guide available for purchase through DECA Images (catalog code TDMIG \$19.95)*



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Marketing-Information Management

## **TRAVEL AND TOURISM MARKETING 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**

- Describe the need for marketing information.
- Explain the nature and scope of the marketing-information management function.
- Assess information needs.
- Identify information monitored for marketing decision-making.
- Describe techniques for processing marketing information.
- Set marketing goals and objectives.
- Demonstrate appropriate creativity.

## CASE STUDY SITUATION

You are to assume the roles of marketing researchers for ADVANTAGE AIRLINES. The president of the airline (judge) has asked your team to develop a marketing research plan to obtain information about consumer attitudes and opinions for business decision making.

ADVANTAGE has discovered that an intense focus on the highly efficient use of assets—planes, gates and employees—is a key to its profitability and its ability to offer low fares. ADVANTAGE'S industry-leading ability to turn around arriving planes and get them back in the air (20-minute turn) has been the benchmark of its low-cost operation. This focus on efficiency has become the company's hallmark; it has paid off with 30 consecutive quarterly profits.

ADVANTAGE AIRLINES' current operational policy states that there will be no seat assignments made in advance. The procedure is that all seat assignments are made on a first-come, first-service basis. There are three lines at the gate (A, B and C). Each passenger is assigned a line based on arrival time—A's board first, C's board last. To get a good seat, the airline's passengers need to arrive at the airport very early. This unique open-seating policy is believed to have contributed to the impressive profits of ADVANTAGE AIRLINES, because most airlines in the industry with assigned seating policies are operating in the red. Many of the airline's executives firmly believe that this policy has contributed to the success of the company, but there is currently no marketing research data to support this assumption. Executives note that a computer software system is not needed for seat assignments and boarding is extremely fast and efficient with the three-line procedure. In addition, there is little or no hassle for customers, as with other carriers, when it comes to seat up-grades, use of flier points, and possible discrimination issues. Currently, mostly students and vacationers, who are looking for efficiency and lower fares, travel ADVANTAGE. Some believe that business passengers choose other carriers because ADVANTAGE does not offer advance seating and first-class cabins for upgrades. One business executive called it "a flying bus with backpackers."

The president (judge) wants your team to develop a marketing research plan that will obtain valid and reliable data about consumer attitudes and opinions. This information will help determine if the current seating policy needs to be changed to meet company objectives.

You will present your plan to the president of the airline (judge) in a meeting to take place in president's (judge's) office. The president (judge) will begin the meeting by greeting you and asking to hear your plan. After you have conducted your presentation and have answered the president's (judge's) questions, the president (judge) will conclude the meeting by thanking you for your expertise.

## JUDGE'S INSTRUCTIONS

You are to assume the role of president of ADVANTAGE AIRLINES. You have asked a marketing research team (participant team) to develop a marketing research plan to obtain information about consumer attitudes and opinions for business decision-making.

ADVANTAGE has discovered that an intense focus on the highly efficient use of assets—planes, gates and employees—is a key to its profitability and its ability to offer low fares. ADVANTAGE'S industry-leading ability to turn around arriving planes and get them back in the air (20-minute turn) has been the benchmark of its low-cost operation. This focus on efficiency has become the company's hallmark; it has paid off with 30 consecutive quarterly profits.

ADVANTAGE AIRLINES' current operational policy states that there will be no seat assignments made in advance. The procedure is that all seat assignments are made on a first-come, first-service basis. There are three lines at the gate (A, B and C). Each passenger is assigned a line based on arrival time—A's board first, C's board last. To get a good seat, the airline's passengers need to arrive at the airport very early. This unique open-seating policy is believed to have contributed to the impressive profits of ADVANTAGE AIRLINES, because most airlines in the industry with assigned seating policies are operating in the red. Many of the airline's executives firmly believe that this policy has contributed to the success of the company, but there is currently no marketing research data to support this assumption. Executives note that a computer software system is not needed for seat assignments and boarding is extremely fast and efficient with the three-line procedure. In addition, there is little or no hassle for customers, as with other carriers, when it comes to seat up-grades, use of flier points and possible discrimination issues. Currently, mostly students and vacationers, who are looking for efficiency and lower fares, travel ADVANTAGE. Some believe that business passengers choose other carriers because ADVANTAGE does not offer advance seating and first-class cabins for upgrades. One business executive called it "a flying bus with backpackers."

You have asked the marketing research team (participant team) to develop a marketing research plan that will obtain valid and reliable data about consumer attitudes and opinions. This information is needed to determine if the current seating policy needs to be changed to meet company objectives.

The marketing researchers (participant team) will present their recommendations to you in a meeting to take place in your office. You will begin the meeting by greeting the researchers (participant team) and asking to hear their plan.

After the marketing researchers (participant team) have presented their plan, you are to ask the following questions of each participant team:

1. What is test marketing?
2. How is marketing research limited?
3. Why is customer service important to the airline industry?

Once the marketing research team (participant team) has answered your questions, you will conclude the meeting by thanking them 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**

**TTDM**

**PERFORMANCE INDICATORS**

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
1. Describe the need for marketing information?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Explain the nature and scope of the marketing-information management function?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Assess information needs?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Identify information monitored for marketing decision making?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Describe techniques for processing marketing information?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Set marketing goals and objectives?	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	_____
<b>PRESENTATION</b>					
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** \_\_\_\_\_



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Product/Service Management /  
Marketing-Information Management

## **TRAVEL AND TOURISM MARKETING 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**

- Describe current issues and trends in the travel and tourism industry.
- Explain the concept of marketing strategies.
- Conduct a SWOT analysis for use in the marketing planning process.
- Identify product opportunities.
- Design frequency/loyalty marketing program strategy.
- Explain the nature of positive customer/client relations.
- Determine services to provide customers.

## CASE STUDY SITUATION

You are to assume the roles of marketing management team members at TRANSNAT AIRLINES, a national airline serving over 100 U.S. cities with hubs in Pittsburgh and Salt Lake City. The president of TRANSNAT AIRLINES (judge) has asked you to analyze the airline's frequent flyer program and make recommendations about it.

TRANSNAT AIRLINES, like most major airlines, has offered its customers a rewards program known as *FlyMiles* for 30 years. Registered customers can earn one *FlyMile* point for every mile they fly on TRANSNAT. Once customers have earned at least 25,000 points, they can redeem the points for a roundtrip ticket to anywhere TRANSNAT flies, subject to availability and blackout dates. By redeeming 50,000 points, customers can avoid blackout dates and fly virtually anytime they desire.

Over the past year, there has been a dramatic increase in the number of customers complaining that they find it difficult to receive the free flights that their 25,000 points entitle them to. Most object to having to spend double the points to avoid a blackout. In addition, because of ever-rising fuel prices, TRANSNAT has begun charging \$50 to customers redeeming points to process their free round-trip ticket requests. Customers have not liked having to pay a fee for what was supposed to be a free flight.

The president of TRANSNAT AIRLINES (judge) is very disappointed that a program that was originally to be a perk or reward has turned into a source of frustration and anger for TRANSNAT's most valued customers. Perhaps it is time to modify or terminate TRANSNAT's *FlyMiles* program.

The president of TRANSNAT AIRLINES (judge) has asked you to look into the situation and prepare a report addressing the following.

- Modifications to the current *FlyMiles* rewards program where TRANSNAT's frequent flyers would truly see the program as a benefit. You are to detail the modifications that would take place.
- Termination of the *FlyMiles* rewards program. *FlyMiles* could be terminated altogether or a new program could be introduced that tells frequent flyers how much they are appreciated. You are to detail how the new program would work.
- An analysis of the advantages and disadvantages of the modification and termination options.
- A recommendation of which alternative TRANSNAT should implement along with a supporting rationale.

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

## JUDGE'S INSTRUCTIONS

You are to assume the role of president of TRANSNAT AIRLINES, a national airline serving over 100 U.S. cities with hubs in Pittsburgh and Salt Lake City. You have asked your marketing management team (participant team) to analyze the airline's frequent flyer program and recommend what to do about it.

TRANSNAT AIRLINES, like most major airlines, has offered its customers a rewards program known as *FlyMiles* for 30 years. Registered customers can earn one *FlyMile* point for every mile they fly on TRANSNAT. Once customers have earned at least 25,000 points, they can redeem the points for a roundtrip ticket to anywhere TRANSNAT flies, subject to availability and blackout dates. By redeeming 50,000 points, customers can avoid blackout dates and fly virtually anytime they desire.

Over the past year, there has been a dramatic increase in the number of customers complaining that they find it difficult to receive the free flights that their points entitle them to. Most object to having to spend double points to avoid a blackout. In addition, because of ever-rising fuel prices, TRANSNAT has begun charging \$50 to each customer redeeming points. Customers do not like having to pay a fee for what was supposed to be a free flight.

You are very disappointed that a program that was supposed to be a perk or reward has turned into a source of frustration and anger for TRANSNAT's most valued customers.

You have asked your marketing management team (participant team) to prepare a report on the following:

- Modifications to the current *FlyMiles* rewards program where TRANSNAT's frequent flyers would truly see the program as a benefit. The team is to detail the actual modifications that would take place.
- Termination of the *FlyMiles* rewards program. *FlyMiles* could be terminated altogether or a new program could be introduced that tells our frequent flyers how much we appreciate them. The team is to detail how the new program would work.
- An analysis of the advantages and disadvantages of the modification and termination options.
- A recommendation of which alternative TRANSNAT should implement along with a supporting rationale.

After the management team (participant team) has presented their report and recommendation, you are to ask the following questions of each participant team:

1. Why is any type of rewards program even necessary? Don't most people simply fly whichever airline offers the lowest fare?
2. If we decide to terminate *FlyMiles*, how much time should we give our frequent flyers to spend their points?

Once the management team (participant team) has answered your questions, you will conclude the meeting by thanking them 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**

**TTDM**

**PERFORMANCE INDICATORS**

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
--	-----------------------------	---------------------------	---------------------------	------------------------	---------------------

**DID THE PARTICIPANT:**

1. Describe current issues and trends in the travel and tourism industry?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Explain the concept of marketing strategies?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Conduct a SWOT analysis for use in the marketing planning process?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Identify product opportunities?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Design frequency/loyalty marketing program strategy?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain the nature of positive customer/client relations?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Determine services to provide customers?	10-9	8-7	6-5-4	3-2-1-0	_____

**PRESENTATION**

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** \_\_\_\_\_



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Economics

**TRAVEL AND TOURISM MARKETING  
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**

- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Explain the concept of economic resources.
- Explain the role of business in society.
- Describe the nature of taxes.
- Explain the economic impact of travel and tourism on a community or an area.
- Explain factors affecting the development and growth of the travel and tourism industry.

### **CASE STUDY SITUATION**

You are to assume the role of economic development managers for a city's department of economic development. You will be proposing to the mayor of the city (judge) the addition of a large convention center to the downtown area.

The city you represent has a population of 500,000. The city has the tenth largest airport in the United States and is located in a variable climate with changing seasons. Average temperature during the summer is 78 degrees and during the winter is 30 degrees. The city is the home base for a large, successful insurance company and a major airline. Recently the downtown has undergone a major facelift with new hotels, restaurants and nationally recognized retailers. When the major league baseball team built a new ballpark in the downtown area, restaurant and hotel business increased. You are now ready to propose the next phase of downtown development to the mayor of the city. You must propose a large convention center to attract major conventions and national conferences.

Building a large convention center is very expensive. Most convention centers are financed with a special sales tax on services such as hotels and rental cars. Cities have formed agreements with major corporations to help finance convention centers, and many of the convention centers are named after the corporations that spend millions of dollars for naming rights.

Your team must convince the mayor (judge) that a large convention center would be a perfect compliment for the 20,000 hotel rooms in the downtown area. You must explain the economic benefits of the convention center to the city's economy and work force, and give suggestions for funding the project.

You will present your plan for a new convention center to the mayor of the city (judge) in a meeting to be held in the mayor's (judge's) office. The mayor (judge) will begin the meeting by greeting you and asking to hear your plans. After you have answered the mayor's (judge's) questions, the mayor (judge) will conclude the meeting by thanking you for your work.

### **JUDGE'S INSTRUCTIONS**

You are to assume the role of mayor of a city. The city's department of economic development has sent their economic development managers (participant team) to your office to propose the construction of a new convention center in the downtown area.

The city you represent has a population of 500,000. The city has the tenth largest airport in the United States and is located in a variable climate with changing seasons. Average temperature during the summer is 78 degrees and during the winter is 30 degrees. The city is the home base for a large, successful insurance company and a major airline. Recently the downtown has undergone a major facelift with new hotels, restaurants and nationally recognized retailers. When the major league baseball team built a new ballpark in the downtown area, restaurant and hotel business increased. The economic development managers (participant team) are now ready to propose the next phase of downtown development to you. The managers (participant team) will propose a large convention center to attract major conventions and national conferences.

Building a large convention center is very expensive. Most convention centers are financed with a special sales tax on services such as hotels and rental cars. Cities have formed agreements with major corporations to help finance convention centers, and many of the convention centers are named after the corporations that spend millions of dollars for naming rights.

The managers (participant team) will propose that a large convention center would be a perfect compliment for the 20,000 hotel rooms in the downtown area. The managers (participant team) must explain the economic benefits of the convention center to the city's economy and work force, and give suggestions for funding the project.

The managers (participant team) will present their ideas to you in a meeting to take place in your office. You will begin the meeting by greeting the managers (participant team) and asking to hear their proposal.

After the economic development managers (participant team) have explained their proposal you are to ask the following questions of each participant team:

1. How can our city attract convention business during the winter?
2. Can you think of any objections citizens would have about constructing the new convention center?

Once the economic development managers (participant team) have answered your questions, you will conclude the meeting by thanking them 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  
TTDM**

**PERFORMANCE INDICATORS**

**DID THE PARTICIPANT:**

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
1. Identify factors affecting a business's profit?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Determine factors affecting business risk?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Explain the concept of economic resources?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain the role of business in society?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Describe the nature of taxes?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain the economic impact of travel and tourism on a community or an area?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Explain factors affecting the development and growth of the travel and tourism industry?	10-9	8-7	6-5-4	3-2-1-0	_____

**PRESENTATION**

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** \_\_\_\_\_