



SPORTS AND ENTERTAINMENT MARKETING MANAGEMENT TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

Please leave all contest materials including this sheet and your notes with the event administrator!! Good luck!

- 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

- Determine hiring needs.
- Select advertising media.
- Select and hire new employees.
- Describe the nature of legally binding contracts.
- Explain the nature of personnel regulations.
- Develop a project plan.
- Demonstrate appropriate creativity.

CASE STUDY SITUATION

You are to assume the role of administrative assistants for a new reality television show, *LOVE IS BLIND*. The casting director (judge) has assigned you the task of hiring/casting for this show and wants you to draw up a plan for this task.

LOVE IS BLIND is about marrying for love. Twenty bachelors are vying for love and marriage with one bachelorette. During the course of the show, at no time does the bachelorette show her face. She wears a mask and will not remove the mask until after she chooses her bachelor and proposes marriage. Once the bachelor accepts or refuses her proposal, the bachelorette will remove her mask. The length of filming for the show will be six weeks.

The casting director (judge) would like to hear your project plan for hiring the bachelors and bachelorette as well as their support staff. He/she wants your plans for

- determining hiring needs
- recruiting employees
- selecting employees
- developing key aspects needed for contracts and regulations of these employees

You will present your plans to the casting director (judge) in a meeting to take place in the casting director's (judge's) office. The casting director (judge) will begin the meeting by greeting you and asking to hear your plan. Once you have made your presentation and have answered the casting director's (judge's) questions, the casting director (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of casting director for a new reality television show, *LOVE IS BLIND*. You have assigned your administrative assistants (participant team) the task of hiring/casting for this show, and you want them to draw up a plan for this task.

LOVE IS BLIND is about marrying for love. Twenty bachelors are vying for love and marriage with one bachelorette. During the course of the show, at no time does the bachelorette show her face. She wears a mask and will not remove the mask until after she chooses her bachelor and proposes marriage. Once the bachelor accepts or refuses her proposal, the bachelorette will remove her mask. The length of filming for the show will be six weeks.

You would like to hear the administrative team's (participant team's) project plan for hiring the bachelors and bachelorette as well as their support staff. You want plans for

- determining hiring needs
- recruiting employees
- selecting employees
- developing key aspects needed for contracts and regulations of these employees

The administrative assistants (participant team) will present their plans to you (judge) in a meeting to take place in your office. You will begin the meeting by greeting the assistants (participants) and asking to hear their plan.

Once the assistants (participant team) have made their presentation, you are to ask the following questions of each participant team:

1. How are you going to guard against hiring people who lie on an application?
2. How are you advertising for these positions?
3. What regulations/requirements of the participants of the show will be critical for safeguarding the show's success?

Once the assistants (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
SMDM-07
District Event

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Determine hiring needs?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Select advertising media?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Select and hire new employees?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Describe the nature of legally binding contracts?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Explain the nature of personnel regulations?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Develop a project 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					
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					_____