



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

- Describe the nature of sponsorships in the sport/event industries.
- Identify strategies to create value for sponsors.
- Write a press release. Obtain publicity.
- Select strategies for maintaining/building fan support.
- Develop a public-relations plan..
- Demonstrate appropriate creativity.

CASE STUDY SITUATION

You are to assume the roles of public relations specialists representing SPORTS IMAGE, INC. The owner (judge) of the Vegas Comets, a new professional football franchise, has asked your company to develop a publicity package for the team.

SPORTS IMAGE, INC., is a well-established public relations firm that specializes in creating positive relationships between sports teams and their community and fan base. You develop publicity packages to promote and establish a positive image for teams.

The newly formed pro football expansion team's home city has a small population base for a pro team. The owner (judge) realizes that for sports teams to be successful they not only have to play the sport well, but also portray a positive image to the fans. The success of the team will greatly depend on establishing favorable public opinion and crowd appeal.

The owner (judge) has asked to meet with you to discuss the public relations plan you are proposing for the Vegas Comets. The official announcement about the newly formed Vegas Comets has not been made to the public, and the owner (judge) would like to see a draft of a press release for introducing the team. The owner (judge) also wants to hear about your public relations plan.

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

JUDGE'S INSTRUCTIONS

You are to assume the role owner of the Vegas Comets, a new professional football franchise. You have asked a team of public relations specialists (participant team) from SPORTS IMAGE, INC., to develop a publicity package for the team.

SPORTS IMAGE, INC., is a well-established public relations firm that specializes in creating positive relationships between sports teams and their community and fan base. They develop publicity packages to promote and establish a positive image for teams.

The newly formed pro football expansion team's home city has a low population base for a pro team. You realize that for sports teams to be successful they not only have to play the sport well, but also portray a positive image to the fans. The success of the team will greatly depend on establishing favorable public opinion and crowd appeal.

You have asked to meet with the public relations specialists (participant team) to discuss the public relations plan they are proposing for the Vegas Comets. The official announcement about the newly formed Vegas Comets has not been made to the public, and you would like to see a draft of a press release for introducing the team. You also want to hear about the specialists' (participant teams) public relations plan.

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

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

1. Should we worry about sponsorships at this phase? Why/why not?
2. How do you plan on successfully creating a large basis for our fan support when our city's population is small compared to other professional teams?
3. How can we evaluate the public relations plan?

Once the PR specialists (participant team) have answered your questions, you will conclude the meeting by thanking them for their expertise.

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 director.

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. Describe the nature of sponsorships?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Determine sponsorship opportunities?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Write a news release?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Obtain publicity?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Select strategies for maintaining fan support?	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					_____