



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Professional Development

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

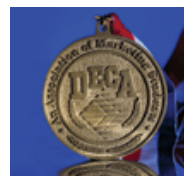
PARTICIPANT INSTRUCTIONS

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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Identify sources of career information.
2. Explain employment opportunities in business.
3. Identify skills needed to enhance career progression.
4. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors).
5. Make oral presentations.



EVENT SITUATION

You are to assume the role of marketing manager for FUN LAND, a local theme resort park. The park's managing director (judge) has asked you to develop a plan for a Career Day event to promote the park's career opportunities to high school students.

FUN LAND is a 400-acre theme resort park with a hotel that includes entertainment and restaurants throughout the park. Attendance at the park has increased over the past two years, with the majority of the increase coming during the summer months. Although the park's peak season is summer, the resort park recently began offering year-round entertainment. This expansion requires additional employees. The park's managing director (judge) would like to plan a Career Day event for high school students. The managing director (judge) has asked you to develop a special event to introduce the theme park industry to the students and identify career opportunities within the industry. The managing director (judge) believes that this event will help recruit for the summer as well as year-round and would like to promote employment at the park during the event.

Your task is to develop a three-hour Career Day event for 300 high school students from your town. The event should focus on the theme park industry and related career opportunities, and should also highlight summer employment opportunities for the students. You should determine what information and activities should be included in the event, along with an outline of the program.

You will present your plan to the managing director (judge) in a role-play to take place in the managing director's (judge's) office. The managing director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your plan and have answered the managing director's (judge's) questions, the director (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 managing director for FUN LAND, a local theme resort park. You have asked the marketing manager (participant) to develop a plan for a Career Day event to promote the park's career opportunities to high school students.

FUN LAND is a 400-acre theme resort park with a hotel that includes entertainment and restaurants throughout the park. Attendance at the park has increased over the past two years, with the majority of the increase coming during the summer months. Although the park's peak season is summer, the resort park recently began offering year-round entertainment. This expansion requires additional employees. You would like to plan a Career Day event for high school students. You have asked your marketing manager (participant) to develop a special event to introduce the theme park industry to the students and identify career opportunities within the industry. You believe that this event will help recruit for the summer as well as year-round and would like to promote employment at the park during the event.

You have asked the marketing manager (participant) to develop a three-hour Career Day event for 300 high school students from your town. The event should focus on the theme park industry and related career opportunities, and should also highlight summer employment opportunities for the students. The marketing manager (participant) should determine what information and activities should be included in the event, along with an outline of the program.

The marketing manager (participant) will present the plan to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing manager (participant) and asking to hear the ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. How will you select which students are eligible to participate in this program?
2. How will you promote this event to those students?
3. How will you utilize this program to help fill employment vacancies during the upcoming summer season?

Once the marketing manager (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the marketing manager (participant) for the work.

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.

JUDGE'S EVALUATION FORM

SEM SAMPLE

DID THE PARTICIPANT:

1. Identify sources of career information?

Little/No Value
0, 2

Attempts at identifying sources of career information were inadequate or weak.

Below Expectations
4, 6, 8

Adequately identified sources of career information.

Meets Expectations
10, 12, 14

Effectively identified sources of career information.

Exceeds Expectations
16, 18

Very effectively identified sources of career information.

2. Explain employment opportunities in business?

Little/No Value
0, 2

Attempts at explaining employment opportunities in business were inadequate or weak.

Below Expectations
4, 6, 8

Adequately explained employment opportunities in business.

Meets Expectations
10, 12, 14

Effectively explained employment opportunities in business.

Exceeds Expectations
16, 18

Very effectively explained employment opportunities in business.

3. Identify skills needed to enhance career progression?

Little/No Value
0, 2

Attempts at identifying skills needed to enhance career progression were weak or incorrect.

Below Expectations
4, 6, 8

Adequately identified skills needed to enhance career progression.

Meets Expectations
10, 12, 14

Effectively identified skills needed to enhance career progression.

Exceeds Expectations
16, 18

Very effectively identified skills needed to enhance career progression.

4. Utilize resources that can contribute to professional development?

Little/No Value
0, 2

Attempts at utilizing resources that can contribute to professional development were inadequate or unclear.

Below Expectations
4, 6, 8

Adequately utilized resources that can contribute to professional development.

Meets Expectations
10, 12, 14

Effectively utilized resources that can contribute to professional development.

Exceeds Expectations
16, 18

Very effectively utilized resources that can contribute to professional development.

5. Make oral presentations?

Little/No Value
0, 2

Attempts at making an oral presentation were inadequate or weak.

Below Expectations
4, 6, 8

Made an adequate oral presentation.

Meets Expectations
10, 12, 14

Made an effective oral presentation.

Exceeds Expectations
16, 18

Made a very effective oral presentation.

6. Overall impression and response to the judge's questions.

Little/No Value
0, 1

Demonstrated few skills; could not answer the judge's questions.

Below Expectations
2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations
5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations
8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____