

## *JUDGE INSTRUCTIONS*

The Sports & Entertainment Marketing event was created by DECA/Delta Epsilon Chi in response to the career opportunities available for college graduates in the sports and entertainment industry.

Basically, each team of participants with career interests in sports and entertainment marketing will analyze a case situation related to performing marketing activities in enterprises primarily engaged in sports and entertainment marketing. Environments may include, but are not limited to, amateur or professional sports or sporting events, entertainment or entertainment events (concerts, theaters, etc.) or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

The team will make decisions/recommendation regarding the situation and make a presentation to you, the judge(s). The case situation is typically presented in written form.

The participants will assume the role of marketing/management personnel for the business represented by the situation. The solution will be presented to you as you act as executive(s) from the business.

### **JUDGING THE PRESENTATION**

1. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
2. Participants will be evaluated according to a standard *Evaluation Form*.
3. Participants will be scheduled for presentations at twenty (20) minute intervals. Remember, you are a decision-maker in an organization with a sports and entertainment marketing situation to solve. Your exact role will be determined by the specific case situation.
4. Please place the participants' names and identification numbers (using labels if provided) on the bubble score sheet as instructed (if not already done). If a bubble sheet has not been provided, this information must be placed on the evaluation form for this event.
5. You will interact with the participant for up to fifteen (15) minutes. This includes time for the participants to present to you based on the case study situation, and for you to make comments and ask questions.
6. Following the fifteen (15) minute interaction period, please thank the participants. If appropriate to the situation, please state that a decision will be made soon and that the participants will be notified of the decision.
7. During the last five (5) minutes, after the participants are excused from the judging area, you may score the team. Refer to the *Evaluation Criteria* section for the guidelines. On the bubble sheet provided, please bubble in the appropriate score AND write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the evaluation is one hundred (100) points.

Note: If a bubble sheet has not been provided, you will indicate your scores on the Sports & Entertainment Marketing Evaluation Form.

### **Presentation Schedule**

Presentations will be scheduled at twenty (20) minute intervals  
Fifteen (15) minutes for the team's presentation and questions by the judges  
Five (5) minutes for scoring by the judges