



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Information Management

SPORTS AND ENTERTAINMENT MARKETING 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 have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- 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
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Apply information to accomplish a task.
2. Discuss the nature of data mining.
3. Demonstrate basic data mining techniques.
4. Leverage data to support real-time customization of customer interactions.

5. Explain the nature of channel strategies.

CASE STUDY SITUATION

You are the director of sales and director of communications for COAL CITY CAVALIERS, a small market professional football team that is part of the National Football League (NFL). The CAVALIERS play at Coal City Stadium and have a loyal fan base, with 99.8% of seats filled for each home game, despite having a losing record. The team has not made the playoffs since 2002.

Last year, executives for the CAVALIERS hired a firm to compile data from several different channels. Data from the team's mobile app, weekly email subscribers, season ticket holders, individual ticket sales, concessions sales and merchandise sales was combined into one database. Executives want to leverage the data to increase the rate of renewed season ticket holders and increase concession sales.

Mobile app data included users' mobile phone numbers, email addresses, billing addresses, articles read, and any merchandise or tickets purchased through the app.

Weekly email data included email addresses, coupons used via email code, tickets and merchandise purchased online.

The most data was received from season ticket holders. Along with email address, billing information, phone number and mobile app use, the following data was also retrieved from season ticket holders:

- Distance from home address to the stadium
- Number of games attended last year
- Spending patterns at attended games
- Number of weekly emails from the team that were opened

The data revealed that the the coupon codes for concessions, which are only periodically available via email, spike concession sales by 3%. The data also revealed that the majority of season ticket holders that renew year after year also engage in the team's mobile app.

YOUR CHALLENGE

Executives for COAL CITY CAVALIERS want your team to analyze the information that is available and determine which data to mine that will give the best predictors on which season ticket holders are unlikely to renew. Executives also want you to determine how data can be used to encourage season ticket holders to renew.

Executives want concession sales to increase this season and want your team to use the data to determine the best method to increase the sales.

You will discuss your recommendations with an executive in a meeting to take place in the executive's office. Additional executives from the team may be in attendance.



**SPORTS AND ENTERTAINMENT MARKETING,
2017**

Participant: _____

JUDGE'S EVALUATION FORM
STATE/PROVINCIAL EVENT #2

I.D. Number: _____

INSTRUCTIONAL AREA
Information Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Apply information to accomplish a task?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Discuss the nature of data mining?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Demonstrate basic data mining techniques?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Leverage data to support real-time customization of customer interactions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the nature of channel strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						