



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Promotion

MARKETING COMMUNICATIONS 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 60 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

- Manage crisis in client relationships.
- Describe the use of crisis management in public relations.
- Manage risks associated with the content of a digital message.
- Write content for use in social media.
- Take responsibility for decisions and actions.

CASE STUDY SITUATION

You are the director of partner relations and the marketing communications specialist for GET WELL SOON, a nonprofit organization that runs a video sharing website for celebrities to record messages to hospitalized or severely ill children. GET WELL SOON has over 1000 celebrity partners from various backgrounds that record one minute video messages that are sent to the email address of a sick child that is registered with the organization.

GET WELL SOON has become a great success. Celebrity partners love the ease of recording videos for the children and wishing them well. The celebrities involved do not get paid, but oftentimes do post the videos they create on their own social media platforms for positive public relations. Since the videos are only one minute in length, a celebrity can record dozens in less than an hour.

GET WELL SOON has gained so much positive press that there is a backlog of young patients waiting to be added to the list. Staff at GET WELL SOON verifies the patient information, the email address and the requested celebrity for each user. The completed videos are scanned for foul or inappropriate language and once the software has marked it clear, it is emailed to the address on file.

One popular GET WELL SOON celebrity partner is the NFL player Tom Thompson. Tom Thompson is a defensive player on a popular NFL team that has made it to the playoffs the last five seasons. Tom Thompson has recorded over 500 videos for GET WELL SOON. Tom Thompson has become the face of GET WELL SOON and even volunteered to record promos for the organization to recruit more celebrities to become partners.

YOUR CHALLENGE

Earlier today, Tom Thompson recorded and submitted ten videos for GET WELL SOON. The videos went through the scanning process and no foul language or inappropriate language was used in the recordings. However, customer service was contacted due to the odd video sent to a young patient by Tom Thompson. In the video, Tom Thompson seems to be at a bar. There are many bottles of liquor in the background and shot glasses filled with liquid at Tom Thompson's table. Tom drinks from three of the shot glasses and his speech is slurred and does not make sense.

Management immediately viewed the other nine Tom Thompson videos that were sent and all nine had similar recordings. Tom Thompson seems intoxicated, uses the wrong names for the young patients and in one video begins to cry.

The board president has asked your team to manage this crisis with GET WELL SOON's celebrity partner, Tom Thompson. The board president wants you to determine initial steps that need to be taken right away along with long term solutions that will prevent a situation like this from happening again.

In the last five minutes, the family of a young patient that received the odd video from Tom Thompson posted it on YouTube and it seems to be going viral. The board president needs you to release a statement from GET WELL SOON regarding the situation and post it on all social media platforms.

EVALUATION INSTRUCTIONS

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 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 director 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.



**MARKETING COMMUNICATIONS
2022**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Promotion

Participant: _____

ID Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Manage crisis in client relationships?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe the use of crisis management in public relations?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Manage risks associated with the content of digital messages?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Write content for use in social media?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Take responsibility for decisions and actions?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						