



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Customer Relations

APPAREL AND ACCESSORIES MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Identify company's brand promise.
- Determine ways of reinforcing the company's image through employee performance.
- Demonstrate a customer service mindset.
- Identify components of a retail image.
- Determine factors affecting business risk.

EVENT SITUATION

You are to assume the role of the manager of STYLE UP, an upscale apparel and accessories retailer. The owner of the store (judge) is considering giving customers the option to add gratuity at the point-of-sale and wants you to explain the benefits and possible risks.

STYLE UP is located in an affluent suburb of a metropolitan area. STYLE UP sells upscale professional wear and casual wear to both males and females. The employees work with each customer to find styles, colors and sizes of apparel, set up fitting rooms, and suggest accessories. Customer service is extremely important to STYLE UP and has kept it in business for the past decade.

The owner of STYLE UP (judge) is considering adding point-of-sale technology that would allow customers to be prompted to leave gratuity, a tip, for the employee. The customer could give a percentage tip, a custom tip, or choose not to tip.

The owner (judge) wants you to explain how allowing tips could benefit STYLE UP, the customers and employees and also the risks involved with its implementation.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the owner of STYLE UP, an upscale apparel and accessories retailer. You are considering giving customers the option to add gratuity at the point-of-sale and want the manager (participant) to explain the benefits and possible risks.

STYLE UP is located in an affluent suburb of a metropolitan area. STYLE UP sells upscale professional wear and casual wear to both males and females. The employees work with each customer to find styles, colors and sizes of apparel, set up fitting rooms, and suggest accessories. Customer service is extremely important to STYLE UP and has kept it in business for the past decade.

You are considering adding point-of-sale technology that would allow customers to be prompted to leave gratuity, a tip, for the employee. The customer could give a percentage tip, a custom tip, or choose not to tip.

You want the manager (participant) to explain how allowing tips could benefit STYLE UP, the customers and employees and also the risks involved with its implementation.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

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

1. If we move ahead with tipping, when should we let customers know about the new procedure?
2. If we move ahead with tipping, how should we communicate it to our employees?

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

You are not to make any comments after the event is over except to thank the participant.

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.



APPAREL AND ACCESSORIES MARKETING SERIES 2024

JUDGE'S EVALUATION FORM DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA: Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify company's brand promise?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify components of a retail image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						