ENTREPRENEURSHIP SERIES 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

- Build product/service brand.
- Describe marketing functions and related activities.
- Explain factors that influence customer/client/business buying behavior.
- Demonstrate connections between company actions and results.
- Recognize/Reward others for their efforts and contributions.
EVENT SITUATION

You are to assume the role of the owner of EDUCATION PLUS, a new store located in a city with a large school district that sells classroom supplies, arts and crafts supplies and décor. Your business partner (judge) wants you to determine how to get more online customer reviews.

EDUCATION PLUS sells a wide variety of merchandise in store and online for classroom and homeschool educators, daycare providers and parents. There are no other physical stores in the area that sell this type of merchandise. The store opened last month with sales that exceeded expectations. Online sales have also been successful but have not surpassed goals.

Your business partner (judge) read that 87% of consumers say their purchasing decision making is influenced by real customer reviews. In addition, 56% of consumers report they would not buy a product at all without checking online customer reviews and ratings. Your business partner (judge) feels that EDUCATION PLUS would benefit from having online reviews and ratings of the business and its products.

Your business partner (judge) has asked you to determine how to get both online and in-person customers to leave online reviews of products and the store.

You will present your ideas to your business partner (judge) in a role-play to take place in the business partner’s (judge’s) office. The business partner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the business partner’s (judge’s) questions, the business partner (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 business partner of EDUCATION PLUS, a new store located in a city with a large school district that sells classroom supplies, arts and crafts supplies and décor. You want the owner (participant) to determine how to get more online customer reviews.

EDUCATION PLUS sells a wide variety of merchandise in store and online for classroom and homeschool educators, daycare providers and parents. There are no other physical stores in the area that sell this type of merchandise. The store opened last month with sales that exceeded expectations. Online sales have also been successful but have not surpassed goals.

You read that 87% of consumers say their purchasing decision making is influenced by real customer reviews. In addition, 56% of consumers report they would not buy a product at all without checking online customer reviews and ratings. You feel that EDUCATION PLUS would benefit from having online reviews and ratings of the business and its products.

You have asked the owner (participant) to determine how to get both online and in-person customers to leave online reviews of products and the store.

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. How should we respond to any negative reviews?
2. Should we respond to positive reviews?
Once the owner (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the owner (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.

<table>
<thead>
<tr>
<th><strong>Level of Evaluation</strong></th>
<th><strong>Interpretation Level</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>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.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>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 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>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 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>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 0-49th percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
performance indicator.
ENTREPRENEURSHIP SERIES
2024

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

INSTRUCTIONAL AREA:
Marketing

Did the participant:

<table>
<thead>
<tr>
<th>PERFORMANCE INDICATORS</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Build product/service brand?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>2. Describe marketing functions and related activities?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>3. Explain factors that influence customer/client/business buying behavior?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>4. Demonstrate connections between company actions and results?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>5. Recognize/Reward others for their efforts and contributions?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
</tbody>
</table>

| 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