TRAVEL AND TOURISM
TEAM DECISION MAKING 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 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge’s questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the role of promotion as a marketing function.
- Identify communications channels used in sales promotion.
- Explain the nature of a promotional plan.
- Describe the use of technology in the selling function.
- Discuss motivational theories that impact buying behavior.
- Explain the concept of marketing strategies.
- Explain the concept of market and market identification.
CASE STUDY SITUATION

You are to assume the roles of sales managers at PARK THEATER, a 2,000-seat capacity live theater venue located on Broadway in New York City. The director of sales (judge) has asked you to develop marketing strategies for selling theater tickets to tourists before they arrive in New York City and to tourists already in the city.

PARK THEATER has had great success in the last ten years, with many of its featured shows receiving both critical acclaim and high profits. However, the last show at PARK THEATER did not fare as well. Dismal ticket sales and poor promotion caused the show to end its run early. The director of sales (judge) feels that a new approach needs to be taken with the next show at the theater. The director of sales (judge) wants to pre-sell as many tickets to the next show as possible.

The next show featured at PARK THEATER will be Hero Legends. The production focuses on popular comic book super heroes from the last 60 years. With state of the art special effects, amazing stunts and an extraordinary soundtrack written by a popular rock band, this show is certain to be a hit on Broadway. Buzz about the production has already started circulating on websites.

With 39 million domestic tourists visiting New York City annually, the director of sales (judge) knows that tourists need to be targeted for ticket sales to Hero Legends. But with over thirty Broadway venues, the director of sales (judge) feels that competition will be tough once the tourist arrives in the city. Therefore, the director of sales (judge) wants your team to develop marketing strategies for selling tickets to Hero Legends to tourists before they arrive to New York City. Strategies for selling tickets to Hero Legends to tourists already in New York City are needed, as well.

You will present your ticket sales strategies to the director of sales (judge) in a meeting to take place in the director’s (judge’s) office. The director of sales (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your strategies and have answered the director’s (judge’s) questions, the director (judge) will conclude the meeting by thanking you for your work.
JUDGE’S INSTRUCTIONS

You are to assume the role of director of sales at PARK THEATER, a 2,000-seat capacity live theater venue located on Broadway in New York City. You have asked the sales managers (participant team) to develop marketing strategies for selling theater tickets to tourists before they arrive in New York City and to tourists already in the city.

PARK THEATER has had great success in the last ten years, with many of its featured shows receiving both critical acclaim and high profits. However, the last show at PARK THEATER did not fare as well. Dismal ticket sales and poor promotion caused the show to end its run early. You feel that a new approach needs to be taken with the next show at the theater and want to pre-sell as many tickets to the next show as possible.

The next show featured at PARK THEATER will be Hero Legends. The production focuses on popular comic book super heroes from the last 60 years. With state of the art special effects, amazing stunts and an extraordinary soundtrack written by a popular rock band, this show is certain to be a hit on Broadway. Buzz about the production has already started circulating on websites.

With 39 million domestic tourists visiting New York City annually, you know that tourists need to be targeted for ticket sales to Hero Legends. But with over thirty Broadway venues, you feel that competition will be tough once the tourist arrives in the city. Therefore, you want the sales managers (participant team) to develop marketing strategies for selling tickets to Hero Legends to tourists before they arrive to New York City. Strategies for selling tickets to Hero Legends to tourists already in New York City are needed, as well.

The sales managers (participant team) will present their ticket sales strategies to you in a meeting to take place in your office. You will begin the meeting by greeting the sales managers (participant team) and asking to hear about their ideas.

After the sales managers (participant team) have presented their ticket sales strategies, you are to ask the following questions of each participant team:

1. Are there any partnerships you would recommend we explore for cross promotion?

2. Do you think our show has limited scope for audience appeal?

Once the sales managers (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

You are not to make any comments after the event is over except to thank the participants.
JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.
# JUDGE’S EVALUATION FORM

**TTDM**  
**SAMPLE EVENT**

## PERFORMANCE INDICATORS

<table>
<thead>
<tr>
<th>DID THE PARTICIPANT:</th>
<th>Exceeds Expectations</th>
<th>Meets Expectations</th>
<th>Below Expectations</th>
<th>Little/No Value</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Explain the role of promotion as a marketing function?</td>
<td>10-9</td>
<td>8-7</td>
<td>6-5-4</td>
<td>3-2-1-0</td>
<td>__________</td>
</tr>
<tr>
<td>2. Identify communications channels used in sales promotion?</td>
<td>10-9</td>
<td>8-7</td>
<td>6-5-4</td>
<td>3-2-1-0</td>
<td>__________</td>
</tr>
<tr>
<td>3. Explain the nature of a promotional plan?</td>
<td>10-9</td>
<td>8-7</td>
<td>6-5-4</td>
<td>3-2-1-0</td>
<td>__________</td>
</tr>
<tr>
<td>4. Describe the use of technology in the selling function?</td>
<td>10-9</td>
<td>8-7</td>
<td>6-5-4</td>
<td>3-2-1-0</td>
<td>__________</td>
</tr>
<tr>
<td>5. Discuss motivational theories that impact buying behavior?</td>
<td>10-9</td>
<td>8-7</td>
<td>6-5-4</td>
<td>3-2-1-0</td>
<td>__________</td>
</tr>
<tr>
<td>6. Explain the concept of marketing strategies?</td>
<td>10-9</td>
<td>8-7</td>
<td>6-5-4</td>
<td>3-2-1-0</td>
<td>__________</td>
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<tr>
<td>7. Explain the concept of market and market identification?</td>
<td>10-9</td>
<td>8-7</td>
<td>6-5-4</td>
<td>3-2-1-0</td>
<td>__________</td>
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## PRESENTATION

<table>
<thead>
<tr>
<th></th>
<th>Exceeds Expectations</th>
<th>Meets Expectations</th>
<th>Below Expectations</th>
<th>Little/No Value</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Clarity of expression</td>
<td>6-5</td>
<td>4</td>
<td>3-2</td>
<td>1-0</td>
<td>__________</td>
</tr>
<tr>
<td>9. Organization of ideas</td>
<td>6-5</td>
<td>4</td>
<td>3-2</td>
<td>1-0</td>
<td>__________</td>
</tr>
<tr>
<td>10. Showed evidence of mature judgment</td>
<td>6-5</td>
<td>4</td>
<td>3-2</td>
<td>1-0</td>
<td>__________</td>
</tr>
<tr>
<td>11. Effective participation of both team members</td>
<td>6-5</td>
<td>4</td>
<td>3-2</td>
<td>1-0</td>
<td>__________</td>
</tr>
<tr>
<td>12. Overall impression and responses to the judge’s questions</td>
<td>6-5</td>
<td>4</td>
<td>3-2</td>
<td>1-0</td>
<td>__________</td>
</tr>
</tbody>
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**TOTAL SCORE**

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5