



# JUDGING INFORMATION PACKET

## COMPETITIVE EVENTS PROGRAM

### **EMERGING TECHNOLOGY MARKETING STRATEGIES**

Thank you for agreeing to share your time and knowledge with Collegiate DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from Collegiate DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all Collegiate DECA students and staff, thank you for serving as a competitive events judge!



# EMERGING TECHNOLOGY MARKETING STRATEGIES

## JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

### EVENT OVERVIEW

- The event you have agreed to judge involves a presentation by either one participant, or a team of two participants.
- You have been assigned to judge one section of this event.
- In your section, you will judge 10-15 participant teams (1 or 2 participants), who are only competing against each other in the preliminary competition. The top performing teams from each section based on their presentation score will advance to final competition.
- As a judge, you will evaluate the participant teams' presentation using the provided rubric.

### YOUR ROLE AS A JUDGE

- Carefully review the event guidelines and evaluation form, understanding your characterization as a judge. When it is time for you to begin seeing the participants, they will be brought to your judging table one team at a time.
- When a participant team is brought to your judging table, the 20-minute presentation time will begin immediately after introductions. This includes any time that the team may need for setting up their presentation. Each participant must take part in the presentation.
- Following the presentation, and if time remains, you may ask questions.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Items of monetary value may be handed to but may not be left with the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- At the conclusion of the presentation, thank the participant(s). Please do not provide any feedback to the participant(s).
- Use pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully..

### TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participant teams throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



1 or 2  
PARTICIPANTS



20  
PRESENTATION  
TIME

*Thank you for  
volunteering to evaluate  
our emerging leaders and  
entrepreneurs.*



## EMERGING TECHNOLOGY MARKETING STRATEGIES

The **Emerging Technology Marketing Strategies** event involves 1 or 2 students designing a marketing strategy for a product or service using emerging technology solutions. The students will then demonstrate and explain the marketing plan to the potential client.

The objective for the 2016-2017 year is to create a comprehensive emerging technology marketing strategy for a fitness center. Emerging technology strategies include, but are not limited to, websites, mobile applications, social media outlets, animation, videos, and the like. The strategy should include a clearly integrated brand identity for the fitness center.

The Emerging Technology Marketing Strategies Event is not intended for design or creation of conceptual technologies; rather, it is designed to demonstrate accurate implementation of existing technologies.

In the Emerging Technologies Marketing Strategies event, students will assume the role of agency owner of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies.

### MARKETING + COMMUNICATIONS

#### EVENT OVERVIEW

Prior to the conference, the students will create mock ups of all components of the integrated marketing plan. The students must be able to discuss the reasoning behind the marketing plan, design, features, expected outcomes and customer experience. The marketing plan will be presented to a judge acting as the potential client. Presentations must be presented using software such as PowerPoint, Slide Share, Slide Rocket, etc. Internet service, if needed, is the responsibility of the student. The presentation is not intended to be a live software demonstration, rather to explain the functionality and implementation of the overall marketing plan.

The judge will be in the role specified by the students as a client or potential client who is the looking for ways to create a clear brand identity for their fitness center. At the beginning of the presentation the students will inform the judge as to their role.

The content to be evaluated is found in the standard Evaluation Form found in these Guidelines. There will an evaluation of the presentation for a possible 100 points. Preliminary round competition will consist of an evaluation of the presentation to the judge. Students will be ranked by section and a predetermined number of students will be named finalists. Finalists will make a second presentation. The following guidelines will be applied to the presentations at the International Career Development Conference.

#### LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge relating to marketing principles through the use of emerging technologies and delivery of a presentation to a current or potential client, students will:

- Demonstrate knowledge of budgetary requirements used for development
- Collecting information, obtaining facts and ideas about product(s) and/or service(s)
- Applying design principles (attracting the potential customer)
- Utilize mobile applications
- Utilize social media
- Using graphics and/or multimedia in a presentation
- Applying marketing principles
- Understanding the concept of feature/benefit selling
- Demonstrating knowledge/understanding of client/customer needs
- Applying Internet and mobile marketing concepts
- Explaining the development and design process
- Using innovative technology
- Organizing and delivering an effective presentation
- Demonstrating imagination and creativity

#### 21<sup>st</sup> CENTURY SKILLS

Students will also develop many 21<sup>st</sup>Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

## GUIDELINES FOR THE PRESENTATION

- The students are to act as agency owner(s) of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies.
- The students will walk the client or potential client (judge) through the comprehensive marketing plan.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- Only materials that can be easily carried to and from the competition areas will be permitted (includes computer equipment, visual aids, etc.). Only the students may handle and set up their materials. No outside assistance will be allowed.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Students will have **20 minutes** to set-up in the presentation room/area, make the presentation and respond to any questions from the judges. This includes any introduction to inform the judge as to the role they are to play.
- When using a presentation aid, such as a laptop computer, the noise level must be kept at a conversational level that does not interrupt other students. If this guideline is not followed, the students will be interrupted and asked to follow the noise policy.
- Competitors are also responsible for following the information provided in the General Rules and Regulations for competition found on page 3.

Failure to follow guidelines may result in disqualification.

## COPYRIGHT GUIDELINES

- For any registered logos, trademarks, names, text, etc. that were not the creation of the students, permission must be obtained (association and federal copyright laws apply). Students should assume that any work obtained from another source is copyrighted, even if it is not explicitly stated, unless they are told otherwise.
- Any violations of copyright, lack of source citation, or lack of permission to use material, may result in disqualification.
- Documentation of permission to use registered logos, trademarks and copyrighted materials must be submitted during the event briefing session. This documentation then will be given to judges prior to your presentation.

## PRESENTATION SCHEDULE

20 minutes for the set-up, presentation (includes introduction) and questions by the judge

5 minutes for scoring by the judge



2 STUDENTS



PRESENTATION  
TIME

# JUDGE INSTRUCTIONS

The Emerging Technologies Marketing Strategies event was created by Collegiate DECA in response to the career opportunities available for college graduates in the area of website design, social media marketing, mobile application design, and integrated marketing communications.

In the Emerging Technologies Marketing Strategies event, students will assume the role of agency owner of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies.

Prior to the conference, the students will create mock-ups of all components of the integrated marketing plan, which will be presented to you acting as the potential client. The students must be able to discuss the reasoning behind the marketing plan, design, features, expected outcomes and customer experience. As the focus of this event is to explain the functionality and implementation of the overall marketing plan, students are not required to present a “live” demonstration of the technology. Internet service, if used, is the responsibility of the students.

At the beginning of the presentation the students will inform you as to your exact role. The students will then walk you through the comprehensive marketing strategy.

## JUDGING THE PRESENTATION

Please familiarize yourself with all of the guidelines before interacting with the students. Your job is to evaluate the students’ presentation using the evaluation form.

- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.)
- Please place the students’ name and identification number, using labels if provided, on the bubble score sheet (if not already done). If a bubble score sheet has not been provided, this information must be placed on the evaluation form for this event.
- Students will be scheduled for presentations at 25 minute intervals. Remember, you are role-playing a client or potential client. The students are acting as owners of a creative consulting firm that designs integrated marketing strategies for clients.
- Students have been instructed to provide documentation for permission to use any logos, trademarks, names, text, etc. that are not the creation of the students. Any such documentation will be given to you by the event managers before the students present. (Not all students will necessarily need such documentation.) Any violations of copyright, lack of source citation, or lack of permission to use material may result in disqualification.
- Students will have 20 minutes to set-up, make the presentation and respond to any questions from you. This includes any introduction to inform you, as the judges, as to the exact role you are to play. The students will be presenting the comprehensive marketing strategies to you.
- After the question and answer session is completed, please thank the students but do not discuss the presentation or your evaluation.
- During the last 5 minutes, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. If a bubble sheet has been provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score for each item.

Please make sure to score all categories, add them for the total score, then initial the score. When scoring, the main question to ask yourself is “Based on my experience, would I hire this student/team to develop my organization’s marketing strategies using emerging technologies to sell product(s) and/or service(s)?” The maximum score for the evaluation is 100 points.

**NOTE:** If a bubble sheet is not provided, indicate your scores on the Emerging Technologies Marketing Strategies Evaluation Form.

## PRESENTATION SCHEDULE

20 minutes for the set-up, presentation (includes introduction), and questions by the judges

5 minutes for scoring by the judges

## JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the student a Certificate of Excellence.

We hope you are impressed by the quality of work of these students with a career interest in the area of Emerging Technologies Marketing Strategies. If you have any suggestions for improving this event, please mention them to your event manager.

## EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the emerging technologies marketing strategies and presentation was done in an effective, creative way; in effect, nothing more could be expected of the student, and the presentation was delivered in a way that would initiate your purchase.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the emerging technologies marketing strategies and presentation was done well. There may be a few minor problems or omissions, but they are not significant. A marketing strategy and presentation which earns this level in every category for the presentation would probably receive strong consideration for purchase.

A score under the heading **Below Expectations or Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the marketing strategy and presentation. This may be a major omission, a serious misstatement or any other major flaw.



# EMERGING TECHNOLOGY MARKETING STRATEGY

## PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Introduction: Confidence, poise, assertiveness	0-1-2	3-4-5	6-7-8	9-10	
2. Visual impression of the marketing materials—Consider: creativity, imagination, the use of graphics or media	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
3. The application of marketing principles through the emerging technologies	0-1-2	3-4-5	6-7-8	9-10	
4. The ability to relate technology used for development to the client	0-1-2	3-4-5	6-7-8	9-10	
5. The value/benefit/price relationship featured by the emerging technology marketing strategies	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
6. Ability to understand and communicate client/customer needs	0-1	2-3	4	5	
7. Integration of strategy components	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
8. Ability to sell the concepts to client/potential client	0-1-2	3-4-5	6-7-8	9-10	
9. Summary and conclusion or presentation, opening for call-back, responding to questions	1-1	2-3	4	5	
10. Overall performance: Appropriate appearance, presentation technique, etc.	0-1	2-3	4	5	

**TOTAL POINTS (100)**

A score of 70 or better will earn the student a Certificate of Excellence.  
JUDGE SECTION: A B C D E F G H I J (circle one)

**TIE BREAKER**

For tie-breaking purposes, the following evaluation form ranking process will be used. First, the student with the highest score for #2 wins the tie-break. If this does not break the tie, the process will continue for the remaining items in the following order: 7, 5, 3, 8, 4, 1, 6, 9, 10