



# ACCELERATE YOUR ROLE-PLAY SKILLS

How to get to the **finish line**  
with your **role-play!**



# ABOUT US



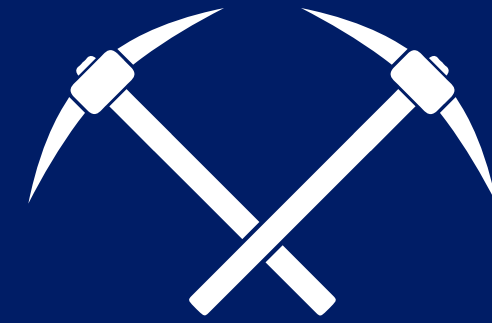
**Manya Pradeep Narayan**  
AREA 3 PRESIDENT & VP OF CAREER DEV



**Sidhya Ganesh**  
AREA 4 PRESIDENT & VP OF CAREER DEV



# ICEBREAKER



Ask a person around you for their:

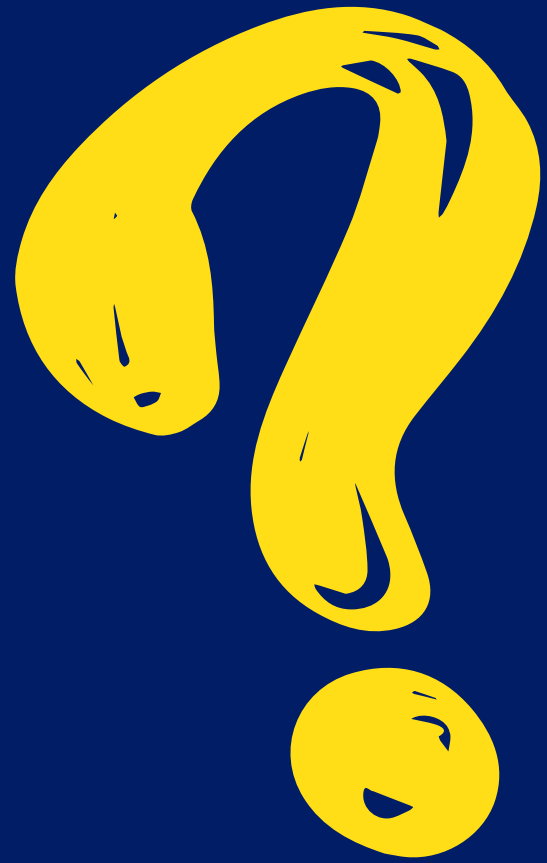
Name

School

Favorite Dessert

Then discuss...

What do you know about role-plays already?



**SHARE OUT:**  
What do you  
already know  
about role-plays?



# WHAT IS A ROLEPLAY?

- Scenarios set in specialized career areas
- Deliver presentation based on scenario to judge
- Winners selected based on cluster exam & role-play score

**Individual Series**

**Team Decision Making**



# TWO PARTS TO A ROLE-PLAY

PREPARATION



**10 MINUTES**

PRESENTATION



**10 MINUTES**

# #1 - PREPARATION

- 1.1 Analyzing your case study
- 1.2 Copying down and understanding Performance Indicators (PIs)
- 1.3 Developing an outline of your presentation
- 1.4 Creating props for your presentation



# 1.1) ANALYZING A CASE STUDY

SEM 19  
Event 2

## EVENT SITUATION

You are the **MARKETING DIRECTOR** for a new semi-professional soccer team, the **RIVER CITY RAMPAGE**. The owner of the team, Mr./Ms. Sanchez (judge), has asked you to develop some sales promotions and public relations activities to involve many of the youth soccer participants (4-15 years old) in the River City community and for the surrounding smaller four towns. River City has over 600 youth soccer participants and the surrounding four communities have a combined 800+ youth players. Mr./Ms. Sanchez (judge) would like the youth to become valued customers at the Rampage games. The image of the team is fun, upbeat, and fast action. The current team mascot is Benny the Bull with flashy team colors of blue, red, and silver.

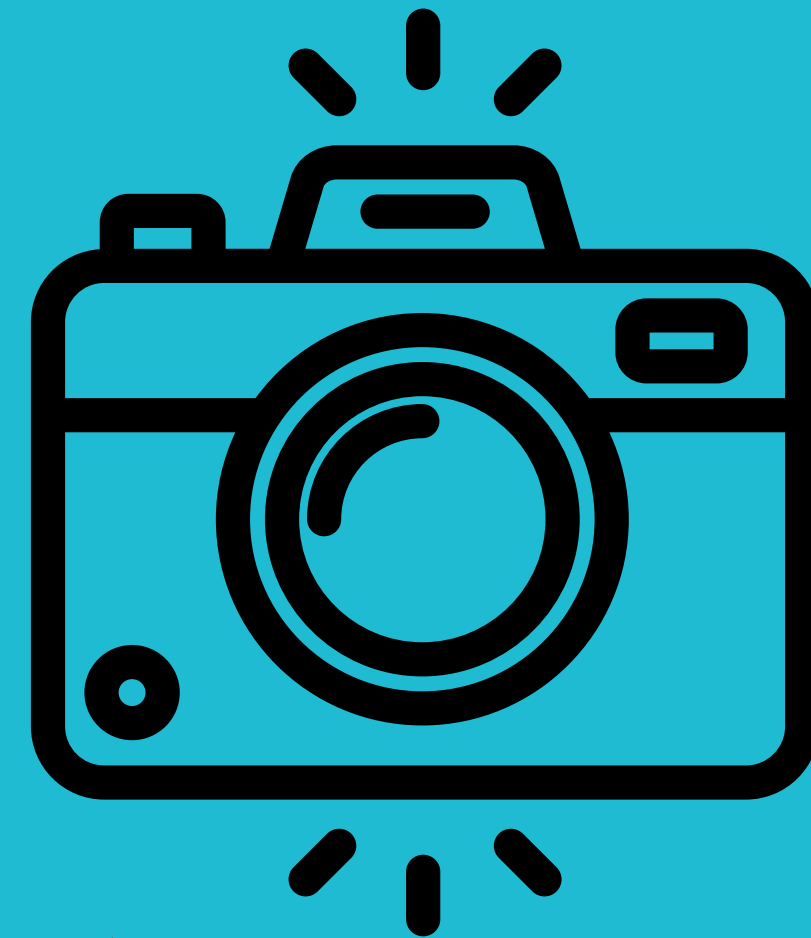
The Rampage play a summer and fall schedule of thirty games: fifteen home and fifteen away. River City has a population of 50,000 with another 75,000 in the above mentioned four surrounding communities that are located within a fifteen-mile radius of the Rampage stadium.

The current base ticket price ranges for the upcoming season are currently \$10/upper level seats, \$20/mid-level seats, \$30/lower level seats, and \$40 for premium seating near the field. Mr./Ms. Sanchez (judge) is willing to listen to special price adjustments for youth groups but wants to keep the value image to fans. The stadium seats 5,000 people and the goal for this first season is to sell 3,000 – 4,000 tickets for each game. Season ticket sales to this point have been steady and have sold approximately 900 for the upcoming season.

As mentioned earlier, Mr./Ms. Sanchez (judge) wants to involve in multiple areas as many of the youth soccer programs as possible. The focus should be on both sales promotions and public relation activities. Some areas the Mr./Ms. Sanchez (judge) would like to include:

- Special deals and programs for home games
- Soccer clinics with players
- Fundraiser and sales projects for youth groups
- Possible team and youth soccer events

The owner, Mr./Ms. Sanchez (judge), will meet with you in his/her office. The owner will begin the meeting by greeting you and asking to hear your ideas. You will present your sales promotion and public relations ideas to him/her. After you are finished with your ideas and answering their questions, Mr./Ms. Sanchez will end the meeting by thanking you for your work.



**TAKE A PICTURE!**



# 1.1) ANALYZING A CASE STUDY

## Paragraph One

You are the **MARKETING DIRECTOR** for a new semi-professional soccer team, the **RIVER CITY RAMPAGE**. The **owner of the team, Mr./Ms. Sanchez (judge)**, has asked you to develop some sales promotions and public relations activities to involve many of the youth soccer participants (4-15 years old) in the River City community and for the surrounding smaller four towns. River City has over 600 youth soccer participants and the surrounding four communities have a combined 800+ youth players. Mr./Ms. Sanchez (judge) would like the youth to become valued customers at the Rampage games. The image of the team is fun, upbeat, and fast action. The current team mascot is Benny the Bull with flashy team colors of blue, red, and silver.

- 1. You are:** A marketing director
- 2. Judge is:** The owner of the team
- 3. The company is:** River City Rampage, a new semi-professional soccer team

# 1.1) ANALYZING A CASE STUDY

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**DELIVERABLE!**

# 1.1) ANALYZING A CASE STUDY

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Scenario Details



Scenario Details



Specific Deliverables



Standard Ending

# 1.1) ANALYZING A CASE STUDY

## Role-Play Notes Graphic Organizer

WHO	COMPANY NAME
GOAL/DELIVERABLE	

**Don't Write Yet!**

# 1.1) ANALYZING A CASE STUDY

## Role-Play Notes Graphic Organizer



WHO AM I?



WHO IS THE JUDGE?



COMPANY NAME



GOAL/DELIVERABLE

# ANALYZING A CASE STUDY

## Role-Play Notes Graphic Organizer

Marketing Director

WHO AM I?

WHO IS THE JUDGE?

COMPANY NAME

GOAL/DELIVERABLE

# ANALYZING A CASE STUDY

## Role-Play Notes Graphic Organizer

Marketing Director

WHO AM I?

Owner of a new  
semi-professional  
soccer team

WHO IS THE JUDGE?

COMPANY NAME

GOAL/DELIVERABLE

# ANALYZING A CASE STUDY

## Role-Play Notes Graphic Organizer

Marketing Director

WHO AM I?

Owner of a new  
semi-professional  
soccer team

WHO IS THE JUDGE?

River City  
Rampage

COMPANY NAME

Develop some sales promotions and PR activities to involve many of the youth soccer participants in the River City community involving deals for home games, soccer clinics with players, fundraisers for youth groups, possible team and youth soccer events.

GOAL/DELIVERABLE



# ANALYZING A CASE STUDY

## Role-Play Notes Graphic Organizer

Marketing Director

WHO AM I?

Owner of a new  
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soccer team

WHO IS THE JUDGE?

River City  
Rampage

COMPANY NAME

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GOAL/DELIVERABLE

## EVENT SITUATION

You are the TOURNAMENT DIRECTOR for the “RED, WHITE, & BLUE” 3-on-3 BASKETBALL TOURNAMENT. Your tournament is held every year during the Lake Days Festival in the city of Windy Lake (population 30,000). The Festival runs the Friday-Sunday the weekend before the 4th of July.

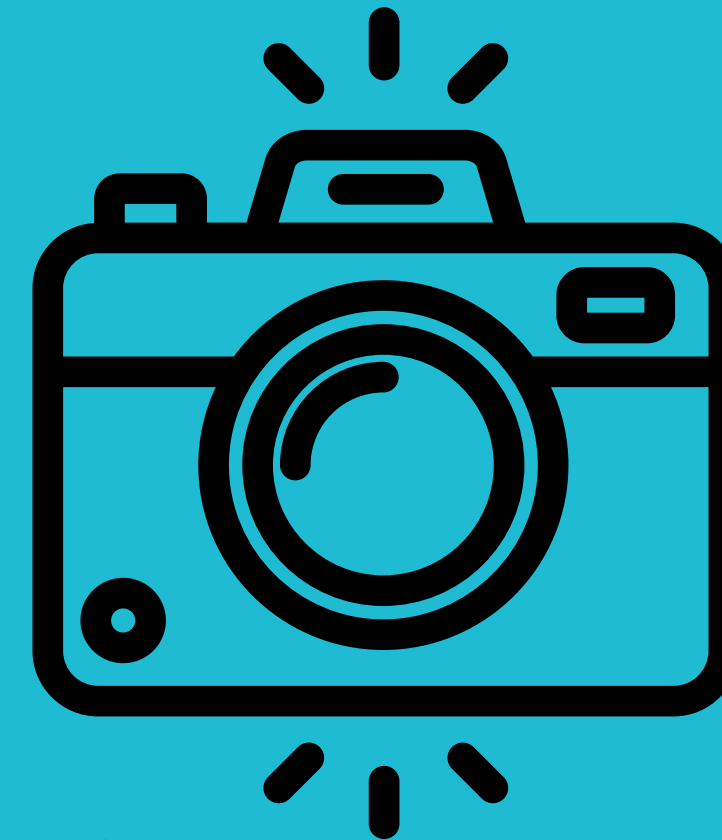
The Lake Day Festival’s president (judge), Mr./Ms. Thomas, has come to you to promote an addition to the tournament. Your past tournaments have been very successful during the Saturday and Sunday of the festival. Over 200 teams participated last year during the festival. Although you have a large audience and teams playing, most come from outside of your city to play. The Festival president (judge) has come to you for ideas to promote the new smaller Friday tournament that will be focused on local families and businesspeople for both players and spectators. You have worked out the local tournament details at an earlier meeting. This smaller version of the large weekend event will give the festival a more “local” flavor and helps some charities and organizations. Also, the Windy Lake city area has all the major media types and is very progressive with social and electronic media types.

Currently, your tournament operates all day Saturday 8am-10pm and Sunday 11am-3pm for championship games. People travel from up to 500 miles to play in your large tournament with 15 divisions of players (grade school to elite level). Previously, you and the festival president (judge) have decided your “local” 3-on-3 tournament will be Friday afternoon and evening of the festival. Some of the “new” tournament information includes:

- Various Business (up to 5 total players) and Family Divisions (1 adult + children under 12 years old)
- Teams will play a minimum of two games
- Local Family and Community Fun
- Played on local streets
- Registered officials
- Half-court style 3-on-3 play
- Prizes and Trophies for all divisions
- Concessions, drawings, contests
- On-line registration
- Team registrations (\$75/business, \$25/family)
- ALL PROCEEDS will go to local charities and community projects

The festival president (judge) has set up a meeting in their office to discuss your promotion and public relations ideas. They want to hear your ideas to attract families/businesspeople through promotion, and emphasize the public relations activities involved in this new event. The festival president (judge) will greet you and ask to hear your ideas. When you are finished presenting your material they may ask you some questions about your proposal and conclude the meeting.

# IT'S YOUR TURN! TAKE X MINUTES



**TAKE A PICTURE!**

## EVENT SITUATION

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# ANALYZING A CASE STUDY

## Role-Play Notes Graphic Organizer



WHO AM I?



WHO IS THE JUDGE?



COMPANY NAME



GOAL/DELIVERABLE

# ANALYZING A CASE STUDY

## Role-Play Notes Graphic Organizer

**Tournament  
Director**

WHO AM I?

WHO IS THE JUDGE?

COMPANY NAME

GOAL/DELIVERABLE

# ANALYZING A CASE STUDY

## Role-Play Notes Graphic Organizer

**Tournament  
Director**

WHO AM I?

**Lake Day Festival's  
president**

WHO IS THE JUDGE?

COMPANY NAME

GOAL/DELIVERABLE

# ANALYZING A CASE STUDY

## Role-Play Notes Graphic Organizer

**Tournament  
Director**

WHO AM I?

**Lake Day Festival's  
president**

WHO IS THE JUDGE?

**"Red, White & Blue"  
3-on-3 Basketball  
Tournament**

COMPANY NAME

GOAL/DELIVERABLE



# ANALYZING A CASE STUDY

## Role-Play Notes Graphic Organizer

**Tournament  
Director**

WHO AM I?

**Lake Day Festival's  
president**

WHO IS THE JUDGE?

**"Red, White & Blue"  
3-on-3 Basketball  
Tournament**

COMPANY NAME

**Promote the smaller Friday tournament that is  
focused on local families and businesses for players  
and spectators. Focus on public relations activities.**

GOAL/DELIVERABLE

# WHAT ARE PERFORMANCE INDICATORS (PIs)?

**Performance Indicators** are based on content relevant to your event topic



## PERFORMANCE INDICATORS IN INDIVIDUAL SERIES ROLE- PLAYS

**You must** integrate the performance indicators into your roleplay presentation

# WHAT ARE PERFORMANCE INDICATORS (PIs)?

You are **evaluated mainly** on your answers to the **PIs!**

**Write your PIs down!**  
You can't take the case study with you when presenting!

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the types of promotion	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain types of advertising media	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe the use of technology in the promotion function	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain communication channels used in public relation activities	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify types of public relations activities	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						

# HOW TO ANSWER A PERFORMANCE INDICATOR

**D** Describe your PI - say it word for word!

**E**

**C**

**A**

# HOW TO ANSWER A PERFORMANCE INDICATOR

**D** Describe your PI - say it word for word!

**E** Explain your PI's topic to demonstrate understanding.

**C**

**A**

# HOW TO ANSWER A PERFORMANCE INDICATOR

**D** Describe your PI - say it word for word!

**E** Explain your PI's topic to demonstrate understanding.

**C** Connect your PI to your role-play scenario.

**A**

# HOW TO ANSWER A PERFORMANCE INDICATOR

**D** Describe your PI - say it word for word!

**E** Explain your PI's topic to demonstrate understanding.

**C** Connect your PI to your role-play scenario.

**A** Above and beyond - use creative props, real world scenarios, etc to take your answer to the next level.

# EXAMPLE PI RESPONSE!

## 1. Explain the types of promotion

**D** *Describe your PI - say it word for word!*  
There are several types of promotion, which can be utilized to spread word about our tournament.

**E** *Explain your PI's topic to demonstrate understanding.*  
There are 5 elements of the promotional mix: advertising, selling, direct marketing, sales promotion, public relations

**C** *Connect your PI to your role-play scenario.*  
While our team registration deals are examples of sales promotions, the fact that our proceeds go to local charities is great for our PR

**A** *Above and beyond - use creative props, real world scenarios, etc to take your answer to the next level.*  
A visual with examples of each of these elements and how they tie in with our promotional plan.



# It's Your Turn!

**Pick ONE PI (#2-#5) to write in the DECA PI section of your graphic organizer.**

## PERFORMANCE INDICATORS

1. ~~Explain the types of promotion~~
2. Explain types of advertising media
3. Describe the use of technology in the promotion function
4. Explain communication channels used in public relation activities
5. Identify types of public relations activities

# EXAMPLE PI RESPONSE!

## 1. Explain the types of promotion

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**C** *Connect your PI to your role-play scenario.*  
While our team registration deals are examples of sales promotions, the fact that our proceeds go to local charities is great for our PR

**A** *Above and beyond - use creative props, real world scenarios, etc to take your answer to the next level.*  
A visual with examples of each of these elements and how they tie in with our promotional plan.

**Take 4  
mins!**

**Share your PI answer  
with someone  
around you!**

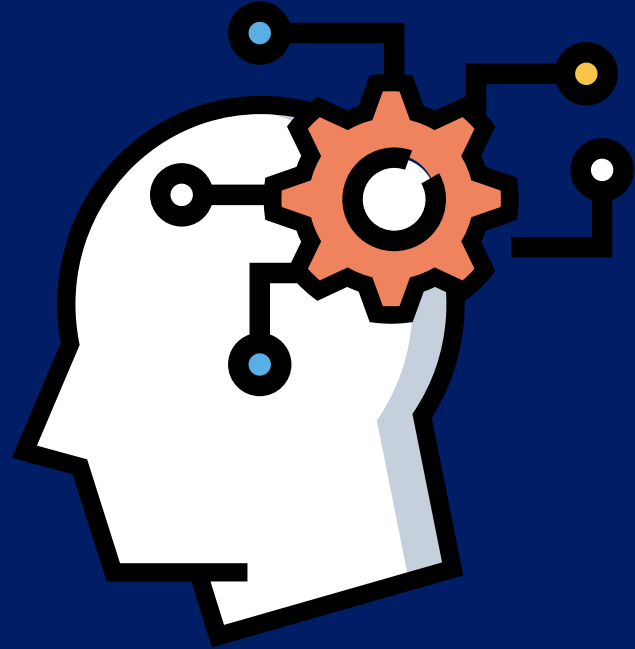
**We'll circle back in 5  
minutes!**



# SHOW A SLIDE ON HERE ABOUT WHY 21ST CENTURY SKILLS MATTER PUT THE RUBRIC

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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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	
<b>TOTAL SCORE</b>						

# WHAT ARE 21ST CENTURY SKILLS?



## CRITICAL THINKING

REASON  
EFFECTIVELY  
AND USE  
SYSTEMS  
THINKING



## PROBLEM SOLVING

MAKE JUDGMENTS  
AND DECISIONS  
AND SOLVE  
PROBLEMS



## COMMUNICATION

COMMUNICATE  
CLEARLY WITH  
CONFIDENCE



## CREATIVITY

SHOW EVIDENCE OF  
CREATIVITY AND  
INNOVATION

# POWERFUL **PREP-TIME** TIPS DURING COMPETITION...

- Read the PIs and think about what each one means
- Read the case study actively; make notes on your scratch paper where PIs could fit in
- Take time to gather your ideas and form your solution
- Create a presentation outline: define the PIs AND connect them with your solution/case study



**HOW DOES EVERYTHING  
CONNECT?**

# SUCCESSFUL ROLE-PLAY ROADMAP...

How to begin your Roleplay:



**FIRM HANDSHAKE,  
EYE CONTACT, SMILE,  
THANK THE JUDGE  
FOR THEIR TIME**



**INTRODUCE YOURSELF**  
- NAME  
- POSITION  
- PURPOSE OF  
PRESENTATION



**SIT UP STRAIGHT,  
KEEP YOUR HANDS  
ON THE DESK  
(NOT YOUR LAP)**



# SUCCESSFUL ROLEPLAY ROADMAP...

How to transition into your main presentation:



**WHAT WILL YOU BE TALKING ABOUT? SHOW AN AGENDA OF TALKING POINTS.**



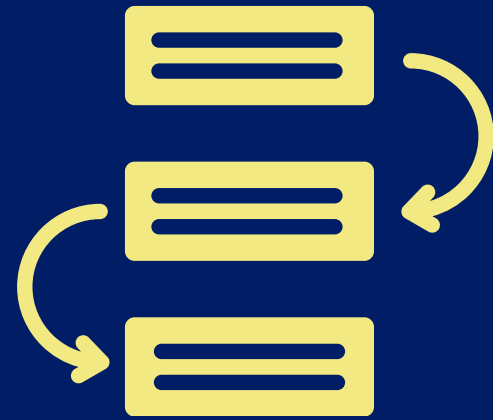
**LIST OUT ALL PIS AND THEIR CONNECTION TO THE CASE STUDY**



**BRIEFLY SUMMARIZE YOUR SOLUTION**

# SUCCESSFUL ROLEPLAY ROADMAP (CONT.)

How to achieve the Performance Indicators (PI):



**GO IN THE ORDER THAT  
IS PRESENTED TO YOU  
ON THE CASE STUDY**



**WHY DOES THE PI  
MATTER TO THE JUDGE  
AND THIS CASE STUDY?**



**WHEN YOU PRESENT  
YOUR SOLUTION -  
BACK IT UP USING PIS**

# SUCCESSFUL ROLEPLAY ROADMAP (CONT.)

Describing your Solution:



**CLEARLY EXPLAIN  
YOUR PROPOSED  
SOLUTION**



**ANALYZE  
STAKEHOLDERS AND  
MULTIDIMENSIONAL  
CHALLENGES**



**HIGHLIGHT 21ST  
CENTURY SKILLS  
SUCH AS CREATIVITY**

# SUCCESSFUL ROLEPLAY ROADMAP (CONT.)

How to Conclude your Roleplay:

**SUMMARIZE THE  
PIS AND YOUR  
SOLUTION**



**MAKE A STRONG FINISH  
(FOR E.G. "I HOPE THIS  
SOLUTION ELEVATES OUR  
COMPANY!")**

**THANK THE JUDGE FOR  
THEIR TIME & POLITELY  
ASK FOR QUESTIONS**



**ANSWER  
QUESTIONS  
PROMPTLY AND  
CONFIDENTLY**

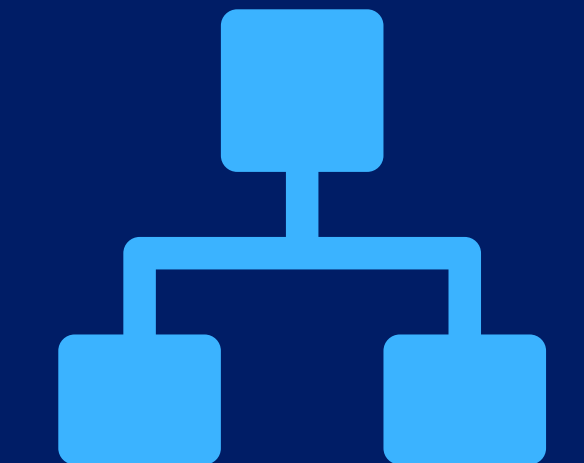
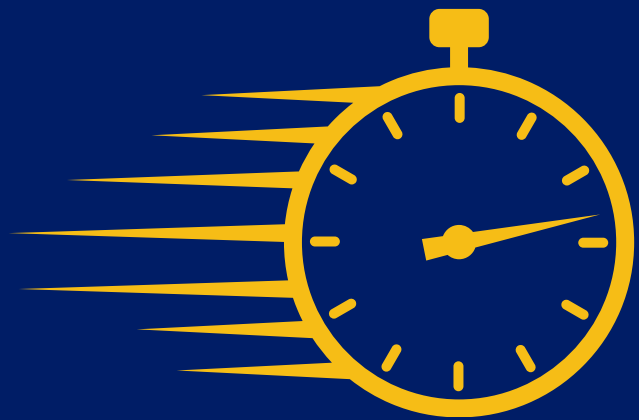
**PUSH IN YOUR CHAIR**



# ROLEPLAY RECAP

How to Conclude your Roleplay:

**10 MIN PREP TIME  
10 MIN PRESENTATION**



**HIGHLIGHT KEY  
INFORMATION**

**PERFORMANCE  
INDICATORS & 21ST  
CENTURY SKILLS**



**ADDRESS THE  
CHALLENGES IN  
THE SCENARIO**

**ANSWER QUESTIONS  
WITH CLARITY AND  
CONFIDENCE**





# HOW TO PREPARE FOR AREA CONFERENCE

Learn how to use props, advanced presentation techniques, and more on **LearnDECA!**

Watch sample role-play videos and get sample role-plays on **DECA+**

Build an **understanding of your event** subject through articles, podcasts, Quizlet, etc.

--> **Search articles and subscribe to newsletters pertaining to the topic of your event!**



*Thank  
you!*

**QUESTIONS?**