



MARKETING SAMPLE ROLE PLAY 1

Disclaimer: This is a sample role play of what a competitor will find in this competition. To view the official guidelines, visit the Competition page of the national website at www.fbla.org.

PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left, and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive, and the judges will ask questions throughout the presentation. Your team is a part of a specialized consulting firm, Maximized Space Solutions, located in downtown Atlanta. For the past twelve years, your firm has specialized in evaluating current business systems and creating comprehensive, long-term marketing plans based upon space utilization for clients throughout the Southeastern United States. Clients include many professional sports teams, department stores, beverage companies, and large fast food restaurant chains.
4. Each team member will be given two note cards. Note cards will be collected following the presentation.
5. All team members must participate in the presentation as well as answer the questions posed by the judges. Cover all the points described in the case.

PERFORMANCE INDICATORS

- Select logical actions to be taken and present them with the positive and negative aspects of these actions
- Demonstrate rationale/reasoning for each recommendation made and potential anticipated results
- Exhibit good decision-making and problem-solving skills
- Use appropriate business language
- Present well-organized thoughts and statements
- Demonstrate ability to effectively address the given situation and effectively answer questions



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ROLE PLAY SITUATION

Maximized Space Solutions (competitors) is a specialized consulting firm located in downtown Atlanta. For the past twelve years, Maximized Space Solutions has specialized in evaluating current business systems and creating comprehensive, long-term marketing plans based upon space utilization for clients throughout the Southeastern United States. Clients include many professional sports teams, department stores, beverage companies, and large fast food restaurant chains.

Westgate Manor (judges), a large meeting facility in the suburbs of Atlanta, has reached out to Maximized Space Solutions to increase their facilities space utilization. The facility can handle 1500 people for table, sit-down events (10/12 person tables), 1700 if set up as an exhibit hall (long aisles), or 2000 when set as theatre style (chairs in rows). The facility is five years old, has modern technology capabilities, ample parking, adequate kitchen/prep/storage facilities, easy access to two major interstates, and is within 30 minutes of a major international airport.

There are three grand ballrooms with a capacity of 500 in each for sit down events. Each room can be subdivided into 200, 150, and 150 capacities. All vendors are separate from the facility and external contracts are signed with the exception of electrical/networking, which is contracted directly by the facility.

Maximized Space Solutions has been hired by Westgate Manor to create an in-depth marketing plan to bring new business meeting clientele. Westgate Manor needs your team create a plan to market to new clientele by focusing on three areas: 1) trade conferences and workshops, 2) professional development seminars and trainings, and 3) company social events.

Westgate Manor needs for Maximized Space Solutions to complete this project within the next three months in order to begin marketing as soon as possible. In the meeting industry, events are planned well in advanced. It is assumed that the new marketing plan will not see a significant impact for at least two years.

Listed below are the trends over the past five years.

Average Number of Events Per Month

Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
5	8	12	34	82	68	28	15	52	74	38	21

Average Event Size Mix (%)

0-100	100-200	200-400	400-600	600-1000	1000+
15%	28%	35%	12%	6%	4%

Average Daily Usage (%)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24%	8%	4%	1%	3%	18%	42%

THINGS TO CONSIDER

Your marketing team must present strategies to the owners of Westgate Manor. Typically, most weddings are set up 3-6 months out; trainings and workshops are set up 6-12 months out; conferences are set up two to three years in advance. The facility is strategically located in a business district with lots of large corporations within a 5-mile radius. This was intentional so as to avoid heavy traffic issues during the weekends since the business district is typically busy Monday through Fridays and traffic can be a concern during rush hours.

You must address the following in your presentation.

- What the scenario is and the scope involved
- Offer effective solutions for meeting the client's needs
- Optional in-house services

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