

Basic Office Systems & Procedures (220)

REGIONAL – 2015

Multiple Choice:

Multiple Choice (10 @ 5 points each) _____ (50 points)

Production:

Job 1	News Release	_____	(100 points)
Job 2	Table	_____	(100 points)
Job 3	Letter	_____	(100 points)
Job 4	Speech	_____	(100 points)

TOTAL POINTS _____ **(450 points)**

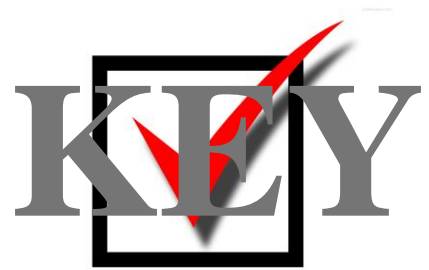
**Judge/Graders: Please double check and verify all
scores and answer keys!**

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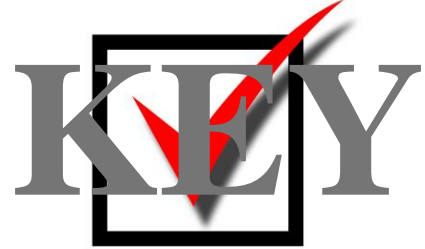
BASIC OFFICE SYSTEMS & PROCEDURES - REGIONAL 2015

ANSWER KEY

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1	A
2	A
3	B
4	C
5	D
6	C
7	A
8	B
9	D
10	A



NEWS RELEASE

From Roger Meyer
5454 Cleveland Avenue
Columbus, OH 43231-4021
614-555-5555

Release XXX XX, 20__ (current date)

Job 1 –News Release

0 Errors = 100 points
1 Error = 90 points
2 Errors = 70 points
3+ Errors = 0 points

UNPLUGGED PLUGS IN

UnPlugged, a subsidiary of PBA, announces the launch of digital signage technology.

UnPlugged founders have built an interactive, realtime, and wireless TV network that allows brands and customers to communicate via smartphone in venues equipped with UnPlugged Intelligent TVs.

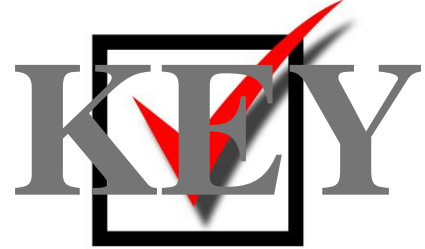
Formed in late November of 2013, the team moved from a garage to a loft downtown and had contracts to install the UnPlugged TV in over 2,000 venues in three weeks, and had 6-figure revenue contracts with advertisers after a month. Two months later, the toddler startup was the digital TV screen provider at the Boston Auto Convention which had over 25,000 people in attendance.

As CEO, Janice Rollo leads a team of four male co-founders and three male employees. Janice knows how to code, too, and the team is very supportive of the growing Girls in Tech and the Girls Who Code movement. Asked what it's like to have a female lead of the male-dominated team, Alex said, "Being a girl versus not being a girl isn't particularly a factor we consider. Our team is our most important asset, and we all live and breathe UnPlugged. In fact, many of our teammates live together in a house in downtown Boston."

###

(Contestant Number)

Job 1



UNPLUGGED PRICING STRUCTURE

Digital Signage

Job 2 –Table
 0 Errors = 100 points
 1 Error = 90 points
 2 Errors = 70 points
 3+ Errors = 0 points

Value \$149.00 / Month	Pro \$199 / Month	Enterprise Call 1-800-867-5309
32” HD LED Display	42” – 60” HD LED Display	Run your own network with countless screens
Certified Installation available	Certified Installation available	Certified Installation available
Real-time Social Media	Real-time Social Media	Real-time Social Media
--	Themes & Custom Content	Themes & Custom Content
Professional Photography + Design	Professional Photography + Design	Professional Photography + Design
SmartPower™ Technology	SmartPower™ Technology	SmartPower™ Technology
Local Promotions Shown	Local Promotions Shown	Local Promotions Optional

UNPLUGGED PRICING STRUCTURE

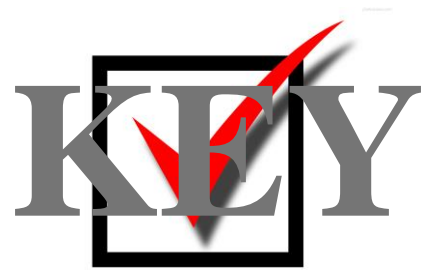
Defined

Certified Installation available	Our certified and insured mounters and electricians will take care of the hard work—typically all in a single visit. From wall and ceiling mounts to stands, we will make your UnPlugged display look great, hiding wires and creating a beautiful and seamless experience for your customers.
Real-time Social Media	Easily add your business #hashtags and @handles on our website or your mobile phone, and watch interactions show up on your UnPlugged display in real-time. Choose from Facebook, Twitter, Instagram, Yelp, and Foursquare—or all the above.
Professional Photography + Design	We want your screen to look great in your business. That's why we send out our professional photographers to take beautiful HD photos of your venue, products, and menu items. Our award winning design team then creates stunning content to display on your screen and promote your business.

Note to graders: The content in Table 1 should be aligned similarly across the three columns. The columns of Table 2 should be keyed with the first smaller than the second as shown. Contestants have been given specific widths but if it is close there is not a need to measure or check the document for specifics. The highlighted words were errors to be corrected.

Contestant Number

Job 2



Current Date

Ms. Junko Nagasune
RahAH, Executive Chef and Owner
5506 Las Vegas Blvd
Las Vegas, NV 89117

Job 3 –Letter

0 Errors = 100 points
1 Error = 90 points
2 Errors = 70 points
3+ Errors = 0 points

Dear Ms. Nagasune

It was a pleasant **surprise** meeting you during the Food and Wine show in Denver this past **fall**. I hope your new restaurant plans are coming along, and I look forward to visiting your restaurant. On behalf of UnPlugged, I am inquiring about the collaboration of advertising in **your** new space on Las Vegas Blvd. As we discussed, UnPlugged will help promote your restaurant to a hyper-targeted customer base through a new and cutting-edge digital form of advertising.

Studies have shown that user engagement in advertising increased brand recall by 3-5 times. UnPlugged screens are powered by users' interactions, giving you incredible results. Because our platform delivers ads in real-time, you can watch your ad go live in hundreds of locations on the same day.

With over 350 locations in more than 40 cities, UnPlugged reaches your target market and can help drive customers to your new location. To get the full effect and understanding of UnPlugged, I have enclosed a **customer key card** that you can activate online at www.unpluggedbeta.com. This will show you **real-time** information on one of our newest launches. I will be in **Las Vegas**, and I hope that we can collaborate to include UnPlugged in your new location. I look forward to getting together soon.

Sincerely

Roger Meyer
Marketing Department Manager

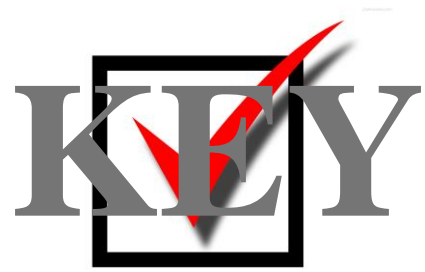
Contestant #

Enclosure

Note to graders: The hyperlink should be removed. The highlighted words were errors to be corrected.

c Tom Carlson

Contestant Number
Job 3



UNPLUGGED & PROFESIONAL BUSINESS ASSOCIATES

RahAH Soft Opening

What a privilege and an honor it is to be here this evening representing UnPlugged and Professional Business Associates. Junko has worked tirelessly to conceptualize the most innovative menu, and I am sure you will be pleased with her genius as a chef and with her newest concept restaurant in Las Vegas. UnPlugged is pleased to announce the collaboration of our two companies in the revolutionary market on Intelligent TV's. RahAH is the newest restaurant to join our digital interactive, real time, and wireless TV network.

Tonight enjoy the amazing food and interact with RahAH through #hashtags and @handles on your mobile phone. Pick your favorite app, Facebook, Twitter, Instagram, Yelp, or Foursquare and share your experience with the more than 350 UnPlugged venues worldwide.

Contestant Number
Job 4

Note to graders: The highlighted words were errors to be corrected.

Job 4 – Speech

0 Errors = 100 points
1 Error = 90 points
2 Errors = 70 points
3+ Errors = 0 points