



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

HOTEL AND LODGING

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!



BUSINESS SIMULATION EVENTS

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 includes two major parts: one exam and one role-play activity.
- You have been assigned to judge one section of this event.
- In your section, you will judge 10-15 participants, who are only competing against each other in the preliminary competition. The top performers from each section, after combining the exam and role-play scores, will advance to final competition.
- The participant will be given a written scenario to review. In the role-play, the participant must accomplish a task by translating what they have learned into effective, efficient and spontaneous action. Participants have 30 minutes to review the scenario, then 15 minutes for the role-play.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. As a judge, you will evaluate the participant's role-play performance on these tasks, follow-up questions and 21st Century Skills.

YOUR ROLE AS A JUDGE

- Carefully review the role-play and evaluation form, understanding your characterization as a judge. When it is time for you to begin seeing the participants, participants will be brought to your judging table one at a time.
- When a participant is brought to your judging table, the 15-minute role-play will begin immediately after introductions.
- Following the participant's explanation for the solution to the role-play, ask questions related to the scenario that are provided in the event. Please ask the same questions to all participants for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Materials must be created by the participants using materials provided during the designated preparation period. Participants are permitted to use reference materials and visual aids.
- Close the role-play by thanking the participant for his/her work. Please do not provide any feedback to the participant.
- 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 participants 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 PARTICIPANT



1 ROLE-PLAY



PRESENTATION
TIME

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



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Marketing

HOTEL AND LODGING EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 30 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 15 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the concept of marketing strategies.
2. Explain the role of customer service as a component of selling relationships.
3. Identify company's unique selling proposition.
4. Explain customer/client/business buying behavior.
5. Demonstrate connections between company actions and results.



EVENT SITUATION

You are to assume the role of director of marketing for TOP STAY PROPERTIES, a moderately priced hotel chain with properties across the country. The CEO of the company (judge) has asked you to create marketing strategies that focus on pre-teens and teenagers as the target market.

TOP STAY PROPERTIES has over 1,500 properties across the United States. Each TOP STAY location boasts full-service restaurants, spa and fitness centers, and pools with playground areas along with beautifully appointed guest rooms and suites. The company has the highest rating in overall customer service and is in tight competition with its closest competitor for most rewards club members. While business isn't hurting, the CEO (judge) feels that more attention needs to be focused on expanding brand loyalty.

A recent report stated that in the last five years, pre-teens and teenagers have become the most influential demographic in the country. With their use of social media they set trends and help determine the choices of their peers. In addition, this generation of older children has much more pull with their parents than prior generations.

When looking at TOP STAY PROPERTIES current marketing strategies that involve children, the CEO (judge) noticed that all focused on toddlers and younger children. The strategies are all too juvenile to appeal to pre-teens and teenagers. Cartoon characters, story times, baby pools, parks and kid menus are all focused on the twelve and under crowd. No current marketing strategies are in place that target pre-teens or teenagers.

The CEO of TOP STAY PROPERTIES (judge) has asked you to create activities, programs and menus marketed toward pre-teens and teenagers with a goal of building brand loyalty.

You will present your marketing strategies to the CEO (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your strategies and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of CEO for TOP STAY PROPERTIES, a moderately priced hotel chain with properties across the country. You have asked the director of marketing (participant) to create marketing strategies that focus on pre-teens and teenagers as the target market.

TOP STAY PROPERTIES has over 1,500 properties across the United States. Each TOP STAY location boasts full-service restaurants, spa and fitness centers, and pools with playground areas along with beautifully appointed guest rooms and suites. The company has the highest rating in overall customer service and is in tight competition with its closet competitor for most rewards club members. While business isn't hurting, you feel that more attention needs to be focused on expanding brand loyalty.

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When looking at TOP STAY PROPERTIES current marketing strategies that involve children, you notice that all strategies focus on toddlers and younger children. The strategies are all too juvenile to appeal to pre-teens and teenagers. Cartoon characters, story times, baby pools, parks and kid menus are all focused on the twelve and under crowd. No current marketing strategies are in place that target pre-teens or teenagers.

You have asked the director of marketing (participant) to create activities, programs and menus marketed toward pre-teens and teenagers with a goal of building brand loyalty.

The director of marketing (participant) will present marketing strategies to you in a role-play to take place in your office. You will begin the role-play by greeting the director of marketing (participant) and asking to hear his/her ideas.

After the director of marketing (participant) has presented the marketing strategies you are to ask the following questions of each participant:

1. Will we need a large budget for the strategies you have proposed?
2. How can we evaluate the effectiveness of your strategies?
3. Which of your proposed strategies do you feel would best build brand loyalty?

Once the director of marketing (participant) has answered your questions, you will conclude the meeting by thanking him/her for the work.

You are not to make any comments after the event is over except to thank the participant.

SAMPLE

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. Please note that an overall score of 70% indicates a *minimum level of acceptable performance*.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation

Interpretation Level

Exceeds Expectations

Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.

Meets Expectations

Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89th percentile of business personnel performing this performance indicator.

Below Expectations

Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69th percentile of business personnel performing this performance indicator.

Little/No Demonstration

Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49th percentile of business personnel performing this performance indicator.



HOTEL AND LODGING, 2014

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Marketing

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of marketing strategies?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
2.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
3.	Identify company's unique selling proposition?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
4.	Explain customer/client/business buying behavior?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
5.	Demonstrate connections between company actions and results?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
6.	Overall impression and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						