



# JUDGING INFORMATION PACKET

## COMPETITIVE EVENTS PROGRAM

### **RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES**

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

As a judge you will sit across the table from 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 DECA students and staff, thank you for serving as a competitive events judge!



# INDIVIDUAL SERIES 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: an exam and two role-play activities.
- You have been assigned to judge one of the two role-plays in one section of this event.
- In your section, you will judge 16 to 20 participants, who are only competing against each other in the preliminary competition. The top two performers from each section, after combining the exam and two 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.
- 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 to understand your characterization as a judge.
- Once you begin to see participants, after introductions, begin the 10-minute role-play.
- 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. No printed reference materials, visual aids, etc., may be used.
- Close the role-play by thanking the participant for his/her work. Please do not provide any feedback to the participant.
- Use a 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**  
Restaurant and Food and Beverage Services

**INSTRUCTIONAL AREA**  
Promotion

## **RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

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

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

1. Explain the nature of a promotional plan.
2. Describe the use of technology in the promotion function.
3. Identify communications channels used in sales promotion.
4. Develop promotional materials.
5. Explain factors affecting pricing decisions.

## EVENT SITUATION

You are to assume the role of general manager at TAILGATERS, a locally owned and operated restaurant with one location in a city of 150,000 people. The owner of the restaurant (judge) has asked you to develop a promotion for the upcoming Super Bowl that will steer customers with take-out orders to TAILGATERS, rather than national chain restaurants.

TAILGATERS has been a staple in the community for over 30 years. The restaurant was the first in the community to offer multiple television sets for patrons to watch sporting events while dining. The TAILGATERS menu is simple, featuring favorites such as: chicken wings, chips and salsa, fried cheese sticks, hamburgers and French fries.

While the restaurant is always busy on Sundays during the regular NFL football season, it is virtually empty during the Super Bowl. The owner (judge) realizes that many Super Bowl fans prefer to watch the big game in the comfort of their own homes, but also realizes that the vast majority of them also order take-out from national chains, with chicken wings being the most popular item.

The owner of TAILGATERS (judge) wants you to create a Super Bowl take-out promotion that will combine chicken wings with another menu item that will draw customers to TAILGATERS for their Super Bowl take-out needs. The owner (judge) wants to target fans that are hosting Super Bowl parties, especially those needing large quantities.

The current menu prices at TAILGATERS are as follows:  
Chicken Wings: 5/\$5.99, 10/\$9.99, 20/\$15.99  
Chips and salsa: \$4.99  
French fries: large order \$4.99  
Fried cheese sticks: 6/\$4.99

The owner (judge) wants you to develop the TAILGATERS Super Bowl take-out combo, determine pricing for the take-out combo and create an outline for a promotional plan to best announce the take-out combo.

You will present the promotional plan to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your plan and have answered the owner's (judge's) questions, the owner (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. 21<sup>st</sup> Century Skills and 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 owner of TAILGATERS, a locally owned and operated restaurant with one location in a city of 150,000 people. You have asked the general manager (participant) to develop a promotion for the upcoming Super Bowl that will steer customers with take-out orders to TAILGATERS, rather than national chain restaurants.

TAILGATERS has been a staple in the community for over 30 years. The restaurant was the first in the community to offer multiple television sets for patrons to watch sporting events while dining. The TAILGATERS menu is simple, featuring favorites such as: chicken wings, chips and salsa, fried cheese sticks, hamburgers and French fries.

While the restaurant is always busy on Sundays during the regular NFL football season, it is virtually empty during the Super Bowl. You realize that many Super Bowl fans prefer to watch the big game in the comfort of their own homes, but also realize that the vast majority of them also order take-out from national chains, with chicken wings being the most popular item.

You want the general manager (participant) to create a Super Bowl take-out promotion that will combine chicken wings with another menu item that will draw customers to TAILGATERS for their Super Bowl take-out needs. You want to target fans that are hosting Super Bowl parties, especially those needing large quantities.

The current menu prices at TAILGATERS are as follows:

Chicken Wings: 5/\$5.99, 10/\$9.99, 20/\$15.99

Chips and salsa: \$4.99

French fries: large order \$4.99

Fried cheese sticks: 6/\$4.99

You want the general manager (participant) to develop the TAILGATERS Super Bowl take-out combo, determine pricing for the take-out combo and create an outline for a promotional plan to best announce the take-out combo.

The participant will present the plan to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Should we offer this promotion to customers watching the Super Bowl at our restaurant? Why or why not?
2. Are there other big events we should use this promotion for throughout the year?

Once the general manager (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the general manager (participant) for the work.

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

## 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.

### 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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 70-89 <sup>th</sup> 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 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	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 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**RESTAURANT AND FOOD SERVICE  
MANAGEMENT SERIES, 2017**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
SAMPLE**

**INSTRUCTIONAL AREA  
Promotion**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe the use of technology in the promotion function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify communications channels used in sales promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Develop promotional materials?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors affecting pricing decisions?	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>						