



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Marketing

HOTEL AND LODGING MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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.

21st 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. Describe the functions of the marketing and sales division.
2. Explain the role of promotion as a marketing function.
3. Differentiate between service marketing and product marketing.
4. Describe marketing functions and related activities.
5. Explain factors that influence customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of marketing manager at LAKE BOUNTY HOTEL, a full-service hotel located near a large lake. The director of sales for the property (judge) has asked you to plan a special event that will market the property as a premiere location for area high schools to hold their proms.

LAKE BOUNTY HOTEL is a gorgeous new property with 300 guest rooms, two large ballrooms and additional meeting spaces. The hotel prides itself on its unique location on the shores of a lake. The ballrooms and some guest rooms have majestic views of the lake. Additionally, the grounds in the rear of the property lead right to the water's edge.

In its ten years of business, LAKE BOUNTY HOTEL has hosted many weddings and corporate events but has never hosted a prom. With five high schools in the city and another ten high schools in the neighboring school districts, hotel staff is uncertain why the hotel has not yet hosted.

The director of sales (judge) feels that LAKE BOUNTY HOTEL would be a great location for prom. Not only is the setting unique and beautiful, but the property offers catering and has vendors available for photography and music. The director of sales (judge) thinks that decision-makers are not aware of the products and services LAKE BOUNTY HOTEL offers.

The director of sales (judge) has asked you to plan a special event at the property that will promote LAKE BOUNTY HOTEL as the premiere prom location in the area. The director of sales (judge) wants you to decide:

- When to hold the event
- Who to invite
- Methods to market the property's products and services
- Specific details that will make it a special event

You will present your ideas to the director of sales (judge) in a role-play to take place in the director of sales' (judge's) office. The director of sales (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the director of sales' (judge's) questions, the director of sales (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. 21st 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 director of sales at LAKE BOUNTY HOTEL, a full-service hotel located near a large lake. You have asked the marketing manager (participant) to plan a special event that will market the property as a premiere location for area high schools to hold their proms.

LAKE BOUNTY HOTEL is a gorgeous new property with 300 guest rooms, two large ballrooms and additional meeting spaces. The hotel prides itself on its unique location on the shores of a lake. The ballrooms and some guest rooms have majestic views of the lake. Additionally, the grounds in the rear of the property lead right to the water's edge.

In its ten years of business, LAKE BOUNTY HOTEL has hosted many weddings and corporate events but has never hosted a prom. With five high schools in the city and another ten high schools in the neighboring school districts, hotel staff is uncertain why the hotel has not yet hosted.

You feel that LAKE BOUNTY HOTEL would be a great location for prom. Not only is the setting unique and beautiful, but the property offers catering and has vendors available for photography and music. You think that decision-makers are not aware of the products and services LAKE BOUNTY HOTEL offers.

You have asked the marketing manager (participant) to plan a special event at the property that will promote LAKE BOUNTY HOTEL as the premiere prom location in the area. You want the marketing manager (participant) to decide:

- When to hold the event
- Who to invite
- Methods to market the property's products and services
- Specific details that will make it a special event

The marketing manager (participant) will present ideas 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. How should we invite guests to the special event?
2. Can you think of any concerns that decision-makers might have with holding prom near the lake?
3. Can you think of other events the high school market may want to hold at our property?

Once the marketing manager (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the marketing 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.

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 70-89 th 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 th 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 th percentile of business personnel performing this performance indicator.



**HOTEL AND LODGING MANAGEMENT
SERIES, 2019**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT #2**

**INSTRUCTIONAL AREA
Marketing**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the functions of the marketing and sales division?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Differentiate between service marketing and product marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						