



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Communication Skills

QUICK SERVE RESTAURANT 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. Explain the nature of effective written communications.
2. Select and utilize appropriate formats for professional writing.
3. Explain how digital communications exposes business to risk.
4. Explain the role of promotion as a marketing function.
5. Outline steps to remedy specific problems.

EVENT SITUATION

You are to assume the role of director of marketing at KING OF BURGERS, a global chain of fast food restaurants with over 15,000 locations worldwide. The director of social media (judge) has asked you to determine how to best respond to ongoing rude tweets from a competitor that are aimed at KING OF BURGERS.

KING OF BURGERS has many competitors in the fast food and fast casual industry. Not only does it compete with other burger chains, but it competes with other healthier chains. The chain has been in business for over 65 years and has made a name for itself with its flame-grilled burgers and its charitable giving. While the competition is fierce, KING OF BURGERS' sales are steady.

One burger chain competitor, TOWN & BURGER, consistently claims the highest sales in the industry. TOWN & BURGER has a broader product line that includes salads, chicken sandwiches, baked potatoes and chili. It also has many more locations than KING OF BURGERS and has recently remodeled the majority of store locations.

TOWN & BURGER, like KING OF BURGERS, has an active presence on social media. Both chains have pages on Facebook, Twitter accounts and Instagram pages. While KING OF BURGERS primarily focuses on Facebook, TOWN & BURGER focuses on Twitter.

The KING OF BURGERS' Twitter page has posts once or twice a day. The posts vary between information on a charitable partner and product information. KING OF BURGERS always includes links on its tweets so that others can connect with the charities the chain helps.

TOWN & BURGER uses its Twitter account to make rude jabs at KING OF BURGERS. The tweets began as funny jokes, poking fun at competitors' marketing strategies or mascots, but have turned into mean comments about food quality, employees and style. Just yesterday, TOWN & BURGER tweeted, "Maybe if @KINGOFBURGERS spent more time on food, rather than charity, they'd have better sales."

The director of social media (judge) was outraged. While typically the chain does not acknowledge TOWN & BURGER'S Twitter account, the director of social media (judge) feels that a response is needed. The director of social media (judge) has asked you to construct a tweet for the KING OF BURGERS' Twitter page that will respond to TOWN & BURGER'S message about charity, keeping in mind that the KING OF BURGERS Twitter account's main purpose is promotion.

You will present the tweet and an explanation to the director of social media (judge) in a role-play to take place in the director's (judge's) office. The director of social media (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the response tweet with justification and have answered the director of social media's (judge's) questions, the director of social media (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 social media at KING OF BURGERS, a global chain of fast food restaurants with over 15,000 locations worldwide. You have asked the director of marketing (participant) to determine how to best respond to ongoing rude tweets from a competitor that are aimed at KING OF BURGERS.

KING OF BURGERS has many competitors in the fast food and fast casual industry. Not only does it compete with other burger chains, but it competes with healthier chains. The chain has been in business for over 65 years and has made a name for itself with its flame-grilled burgers and its charitable giving. While the competition is fierce, KING OF BURGERS' sales are steady.

One burger chain competitor, TOWN & BURGER, consistently claims the highest sales in the industry. TOWN & BURGER has a broader product line that includes salads, chicken sandwiches, baked potatoes and chili. It also has many more locations than KING OF BURGERS and has recently remodeled the majority of all store locations.

TOWN & BURGER, like KING OF BURGERS, has an active presence on social media. Both chains have pages on Facebook, Twitter accounts and Instagram pages. While KING OF BURGERS primarily focuses on Facebook, TOWN & BURGER focuses on Twitter.

The KING OF BURGERS' Twitter page has posts once or twice a day. The posts vary between information on a charitable partner and product information. KING OF BURGERS always includes links on its tweets so that others can connect with the charities the chain helps.

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You are outraged. While typically the chain does not acknowledge TOWN & BURGER'S Twitter account, you feel that a response is needed. You have asked the director of marketing (participant) to construct a tweet for the KING OF BURGERS' Twitter page that will respond to TOWN & BURGER'S message about charity, keeping in mind that the KING OF BURGERS Twitter account's main purpose is promotion.

The participant will present the tweet with explanation 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. When is the best time to respond to tweets or other social media posts?
2. What intended impact will your response tweet have on TOWN & BURGER?
3. Why should KING OF BURGERS pay more attention to tweets?

Once the director of marketing (participant) has presented the information and has answered your questions, you will conclude the role-play by thanking the director of marketing (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. |



QUICK SERVE RESTAURANT MANAGEMENT SERIES, 2019

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

INSTRUCTIONAL AREA
Communication Skills

Did the participant:

| | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain the nature of effective written communications? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Select and utilize appropriate formats for professional writing? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain how digital communications exposes business to risk? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Explain the role of promotion as a marketing function? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Outline steps to remedy specific problems? | 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 | | | | | | |