



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Customer Relations

RESTAURANT AND FOOD SERVICE 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. Demonstrate awareness of capabilities and limitations of the operation.
2. Explain the role of customer service as a component of selling relationships.
3. Demonstrate a customer service mindset.
4. Determine ways of reinforcing the company's image through employee performance.
5. Explain the nature of positive customer relations.

EVENT SITUATION

You are to assume the role of general manager at HIDDEN GEM FAMILY RESTAURANT, a full-service restaurant with a capacity to seat 150 people. The owner of the restaurant (judge) would like you to suggest special details and perks the restaurant can offer to guests on an upcoming holiday.

HIDDEN GEM FAMILY RESTAURANT is a new restaurant located in a city of 200,000 people. The restaurant features a breakfast menu from 7:00AM – 11:00AM and a dinner menu from 11:00AM – 9:00PM. While the restaurant does have the capacity to seat 150 people, it has not reached maximum capacity since it opened three months ago. The community tends to favor established restaurants that have served the community for years, although those that have dined at HIDDEN GEM FAMILY RESTAURANT have given positive reviews.

Mother's Day will be next month. It is reported that 92 million American's dine out on Mother's Day, making it the most popular holiday for dining out. The breakdown of favored Mother's Day dining out meals is as follows:

- 10% dine out for breakfast
- 20% dine out for brunch
- 30% dine out for lunch
- 37% dine out for dinner

The owner of HIDDEN GEM FAMILY RESTAURANT (judge) knows that Mother's Day will be the busiest day yet for the restaurant. Given that so many people dine out, HIDDEN GEM FAMILY RESTAURANT will be certain to reach capacity. The owner (judge) wants to ensure that diners have an extremely positive experience while dining out at HIDDEN GEM FAMILY RESTAURANT GEM on Mother's Day so they are more apt to return in the future.

The owner (judge) would like you to suggest extras or perks the restaurant can offer to diners on Mother's Day that will make their experience even more positive. Since the restaurant does not accept reservations, the owner (judge) knows there will be a long wait time for tables and does not want first-time diners to become frustrated. The owner (judge) would like you to determine what special details or extra perks can be given to customers, at minimal cost to the business, that will give them a positive experience despite wait times. The owner (judge) would like you to take the breakdown of favored dining out meals into consideration when making suggestions.

You will present your ideas 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 ideas 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. 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 owner of HIDDEN GEM FAMILY RESTAURANT, a full-service restaurant with a capacity to seat 150 people. You would like the general manager (participant) to suggest special details and perks the restaurant can offer to guests on an upcoming holiday.

HIDDEN GEM FAMILY RESTAURANT is a new restaurant located in a city of 200,000 people. The restaurant features a breakfast menu from 7:00AM – 11:00AM and a dinner menu from 11:00AM – 9:00PM. While the restaurant does have the capacity to seat 150 people, it has not reached maximum capacity since it opened three months ago. The community tends to favor established restaurants that have served the community for years, although those that have dined at HIDDEN GEM FAMILY RESTAURANT GEM have given positive reviews.

Mother's Day will be next month. It is reported that 92 million American's dine out on Mother's Day, making it the most popular holiday for dining out. The breakdown of favored Mother's Day dining out meals is as follows:

- 10% dine out for breakfast
- 20% dine out for brunch
- 30% dine out for lunch
- 37% dine out for dinner

You know that Mother's Day will be the busiest day yet for the restaurant. Given that so many people dine out, HIDDEN GEM FAMILY RESTAURANT will be certain to reach capacity. You want

to ensure that diners have an extremely positive experience while dining out at HIDDEN GEM FAMILY RESTAURANT on Mother's Day so they are more apt to return in the future.

You would like the general manager (participant) to suggest extras or perks the restaurant can offer to diners on Mother's Day that will make their experience even more positive. Since the restaurant does not accept reservations, you know there will be a long wait time for tables and does not want first-time diners to become frustrated. You would like the general manager (participant) to determine what special details or extra perks can be given to customers, at minimal cost to the business, that will give them a positive experience despite wait times. You would like the general manager (participant) to take the breakdown of favored dining out meals into consideration when making suggestions.

The 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. What special training will our employees need for Mother's Day?
2. The second busiest dining out holiday is Valentine's Day. Will your ideas work for that holiday rush as well?
3. In implementing your ideas, how will you keep costs to the business minimal?

Once the general manager (participant) has presented ideas 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.

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 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 0-49th percentile of business personnel performing this performance indicator.



**RESTAURANT AND FOOD SERVICE
MANAGEMENT SERIES, 2018**

Participant: _____

I.D. Number: _____

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

**INSTRUCTIONAL AREA
Customer Relations**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Demonstrate awareness of capabilities and limitations of the operation?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
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	
3.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of positive customer relations?	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						