



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 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 promotional methods used by the hospitality and tourism industry.
2. Describe the concept of promotion in the hospitality and tourism industry.
3. Explain the role of promotion as a marketing function.
4. Develop promotional materials.
5. Explain the use of marketing strategies in hospitality and tourism.

EVENT SITUATION

You are to assume the role of general manager for MAMA'S CAFÉ, an independent local restaurant in a city with one million people. The owner of the restaurant (judge) wants you to create a Facebook promotion that will solicit comments and gain new followers.

MAMA'S CAFÉ is a restaurant that serves up traditional fare. The restaurant has been a staple in the community for over 25 years. The restaurant is open daily for breakfast and lunch.

Given the name of the restaurant and its hours of operation, the restaurant's busiest day of the year is always Mother's Day. Mother's Day is the top holiday for dining out, with breakfast being the most popular meal for the holiday celebration.

Father's Day is only one month away. Typically, MAMA'S CAFÉ is not a dining destination for this holiday. While people do dine out on Father's Day, the most popular meal is dinner; the restaurant is not open during dinner hours.

The owner (judge) wants to use the MAMA'S CAFÉ Facebook page, with over 13,500 followers, as a promotional tool for Father's Day. The owner (judge) wants you to create a Facebook post for the restaurant that will solicit a reply or comment from followers regarding Father's Day. When followers respond to the post, it keeps the MAMA'S CAFÉ content in users' news feed, and allows followers' friends to also view the content, possibly gaining new followers.

The owner (judge) also wants you to decide how the restaurant can entice its Facebook followers to respond. The owner (judge) is open to incentives.

You will present the information 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 the information 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. 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 MAMA'S CAFÉ, an independent local restaurant in a city with one million people. You want the general manager (participant) to create a Facebook promotion that will solicit comments and gain new followers.

MAMA'S CAFÉ is a restaurant that serves up traditional fare. The restaurant has been a staple in the community for over 25 years. The restaurant is open daily for breakfast and lunch.

Given the name of the restaurant and its hours of operation, the restaurant's busiest day of the year is always Mother's Day. Mother's Day is the top holiday for dining out, with breakfast being the most popular meal for the holiday celebration.

Father's Day is only one month away. Typically, MAMA'S CAFÉ is not a dining destination for this holiday. While people do dine out on Father's Day, the most popular meal is dinner; the restaurant is not open during dinner hours.

You want to use the MAMA'S CAFÉ Facebook page, with over 13,500 followers, as a promotional tool for Father's Day. You want the general manager (participant) to create a Facebook post for the restaurant that will solicit a reply or comment from followers regarding Father's Day. When followers respond to the post, it keeps the MAMA'S CAFÉ content in users' news feed, and allows followers' friends to also view the content, possibly gaining new followers.

You also want the general manager (participant) to decide how the restaurant can entice its Facebook followers to respond. You are open to incentives.

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 standards or procedures should we follow to ensure we post new content on Facebook to make the best impact for Father's Day?
2. What other social media platforms would be appropriate for the restaurant?
3. How can we continue to use Facebook as a promotional strategy in our marketing plan?

Once the general manager (participant) has presented the information 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 70-89 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.



**RESTAURANT AND FOOD SERVICE
MANAGEMENT SERIES, 2019**

Participant: _____

I.D. Number: _____

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

**INSTRUCTIONAL AREA
Promotion**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe the concept of promotion in the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the role of promotion as a marketing function?	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 the use of marketing strategies in hospitality and tourism?	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						