



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Marketing

## **EVENT PLANNING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

1. Describe marketing functions and related activities.
2. Differentiate between service marketing and product marketing.
3. Explain factors that influence customer/client/business buying behavior.
4. Explain the role of promotion as a marketing function.
5. Explain factors that motivate people to choose a hospitality and tourism site.

## **CASE STUDY SITUATION**

You are the director of marketing and the director of sales for a new convention center set to open in three months. LONG CITY CONVENTION CENTER will open in a city of 200,000 people and features a 26,000-square-foot ballroom, a 12,000-square-foot ballroom and 25 meeting rooms.

LONG CITY CONVENTION CENTER will be the first large gathering center in the area. In the past, large special events have been held in neighboring cities. The city voted for the \$20 million project hoping to attract more business for the city.

LONG CITY CONVENTION CENTER will be able to provide business clients and city meeting space, a location for special events, catering services and audiovisual needs. The facility also has partnerships with area photographers, decorators, florists and entertainment companies that are willing to give customers a discounted rate for services.

Already there are several special events booked at LONG CITY CONVENTION CENTER, including a company's holiday party, a motivational speaker, a weekly Rotary meeting and a training session for a local association. While executives are happy to have reservations in place, they feel the center is missing out on a key special events market.

## **YOUR CHALLENGE**

The director of operations at LONG CITY CONVENTION CENTER wants to attract more local special events to the center. The director feels that the brand-new convention center would be an excellent venue for wedding receptions and proms. Not only does LONG CITY CONVENTION CENTER offer ample space for special events, the extra services offered and partnerships make planning special events easy for event planners.

The director of operations wants your team to plan a special event for LONG CITY CONVENTION CENTER that will showcase both the product and services the center offers. The director wants your special event to target markets looking for a venue for prom or a wedding reception.

In addition to planning the details of the special event, the director of operations wants you to determine how to best market the event to the appropriate target markets.

You will detail your special event to the director of operations in a meeting to take place in the director's office. Additional executives may accompany the director of operations.



**EVENT PLANNING, 2019**

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

**JUDGE'S EVALUATION FORM**

Sample Event

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

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

**INSTRUCTIONAL AREA:**

Marketing

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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**PERFORMANCE INDICATORS**

1.	Describe marketing functions and related activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Differentiate between service marketing and product marketing?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain factors that motivate people to choose a hospitality and tourism site?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	

**PRESENTATION**

6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	

**TOTAL SCORE**