



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Product/Service Management

## **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. Explain the nature of the product/service management function.
2. Explain the concept of product mix.
3. Describe factors used by marketers to position products/services.
4. Explain the concept of marketing strategies.
5. Explain the concept of market and market identification.

## **CASE STUDY SITUATION**

You are corporate event planners that have been hired as consultants by EDEN RETREATS, a new corporate lodging and retreat center that will soon begin construction. The president of the new property has asked you to analyze the products and services EDEN RETREATS will offer corporate clients and make suggestions for additions.

EDEN RETREATS is located 50-miles outside of a large metropolitan area that serves as headquarters for a number of businesses and organizations. The president saw that businesses and organizations have started valuing employee engagement and positive relations more and were looking for space away from the workplace to gather. Construction will soon begin on Eden Retreats, a 300-guestroom center marketed towards corporate clients.

Currently, EDEN RETREATS will offer several services and amenities that will help corporate clients relax and innovate. The center is located on 30 acres of woodland property with hiking and jogging trails. Indoor and outdoor fitness classes are available, and the property features a fire pit surrounded by wooden benches, a large lounge with full-service bar, a restaurant, two swimming pools, two hot tubs and a sauna. Each guest room has a balcony. The center also has over 60,000 square feet of meeting space available.

## **YOUR CHALLENGE**

The president of EDEN RETREATS is unsure what other products, services and amenities to offer corporate clients. The president wants to ensure that EDEN RETREATS is a first pick for corporate retreats and events. As event planners, the president trusts your judgement as to what is needed. The president wants your team to analyze what is currently offered and make suggestions for other products, services and amenities the center can offer that will attract corporate clients.

The president also wants your team to create a strategy using the products and services to market the center to corporate clients.

You will make a presentation with an analysis, suggestions and marketing strategies to the president in a meeting to take place in the president's office. Additional employees may accompany the manager.

You will receive 2-3 questions from the judge pertaining to the case situation.



**EVENT PLANNING, 2018**

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

**JUDGE'S EVALUATION FORM**  
State/Provincial Event 1

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

**INSTRUCTIONAL AREA**  
Product/Service Management

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of the product/service management function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the concept of product mix?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the concept of market and market identification?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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	
<b>TOTAL SCORE</b>						