



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Market Planning  
Promotion

## **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 effective communications.
2. Explain the concept of market and market identification.
3. Explain the use of marketing strategies in hospitality and tourism.
4. Explain the role of promotion as a marketing function.
5. Explain promotional methods used by the hospitality and tourism industry.

## **CASE STUDY SITUATION**

You are project managers that work for the CAVE BEND SCHOOL DISTRICT, a district located in a city of 450,000 people that serves 38,000 students. The district provides many extracurricular and co-curricular activities for student participation, including local spelling bees that allow winners the opportunity to compete in the regional spelling bee. The winner of the regional spelling bee then goes on to compete in the national spelling bee in the nation's capital.

The CENTRAL REGION SPELLING BEE has been held in the same city for over twenty years. Winners from local spelling bees travel to that city for a weekend competition that determines who will be sent to the nation's capital. The host of the competition secures a corporate sponsor for the event that helps defray competition costs and travel costs for the winner. The host also secures the 100 adult volunteers needed to successfully run the CENTRAL REGION SPELLING BEE.

This year, the city has declined to host the event. The CENTRAL REGION SPELLING BEE will now be held in Cave Bend for the first time. CAVE BEND SCHOOL DISTRICT has been assigned to manage the event and your team has been chosen to be project leaders.

Cave Bend is over 100 miles from the previous host city, so your team is unable to use the same volunteers for the event. The corporate sponsor from the past year has also declined to maintain the sponsorship due to the change in location.

The CENTRAL REGION SPELLING BEE is now in need of 100 adult volunteers with various roles: 50 volunteers for Saturday and 50 volunteers on Sunday. Volunteers pass out programs, help run the competitors to the event hall, help with timing, provide the judges with their needs and other various activities.

The CENTRAL REGION SPELLING BEE is also in need of a corporate sponsor that can provide \$10,000 for the event. The monies are used for the costs associated with running the event and the travel costs for the regional winner to attend the national event.

## **YOUR CHALLENGE**

Your team must design a strategy for successfully obtaining the 100 adult volunteers needed for the CENTRAL REGION SPELLING BEE. In addition, your team must create a list of potential types of businesses and/or organizations to target for corporate sponsorship of the event.

Your strategies for obtaining volunteers and corporate sponsorship must include specific market segments, marketing strategies, effective communications and promotional methods.



**EVENT PLANNING, 2018**

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

**JUDGE'S EVALUATION FORM**  
ICDC Final

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

**INSTRUCTIONAL AREA:**  
Market Planning and Promotion

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

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of effective communications?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the concept of market and market identification?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
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 promotional methods used by the hospitality and tourism industry?	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>						