



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Promotion

QUICK SERVE RESTAURANT 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 demonstrate the 21st Century Skills and 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

- Explain the role of promotion as a marketing function.
- Explain promotional methods used by the hospitality and tourism industry.
- Explain the relationship between promotion and brand.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain factors that influence customer selection of food places and menu items.

EVENT SITUATION

You are to assume the role of the promotional director for MORNING BREW, the largest coffee shop chain in the nation. The director of corporate responsibility (judge) wants you to design a promotion that will increase the use of reusable cups from 2% to 5% in the next year.

MORNING BREW consistently works on sustainability. Many years ago the chain began offering all customers a ten-cent discount if they brought in their own reusable cups, rather than using a new MORNING BREW paper cup. While executives have no plans on ending that promotion, the number of customers participating in the promotion has stalled at only 2% of total daily sales.

The director of corporate responsibility (judge) wants the number of customers using reusable cups to increase to 5% of daily sales by the end of the next fiscal year. The director of corporate responsibility (judge) wants you to create a promotion that will result in that increase. The director (judge) wants the discount to remain at ten cents, but is willing to offer other incentives or rewards in addition to the discount to reach the 5% goal.

You will present your ideas to the director of corporate responsibility (judge) in a role-play to take place in the director's (judge's) office. The director of corporate responsibility (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director's (judge's) questions, the director of corporate responsibility (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the director of corporate responsibility for MORNING BREW, the largest coffee shop chain in the nation. You want the promotional director (participant) to design a promotion that will increase the use of reusable cups from 2% to 5% in the next year.

MORNING BREW consistently works on sustainability. Many years ago the chain began offering all customers a ten-cent discount if they brought in their own reusable cups, rather than using a new MORNING BREW paper cup. While executives have no plans on ending that promotion, the number of customers participating in the promotion has stalled at only 2% of total daily sales.

You want the number of customers using reusable cups to increase to 5% of daily sales by the end of the next fiscal year. You want the promotional director (participant) to create a promotion that will result in that increase. You want the discount to remain at ten cents, but are willing to offer other incentives or rewards in addition to the discount to reach the 5% goal.

The participant will present information 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 are the best communications channels to use for this promotion?
2. Do you think we would get more participation if we raised the discount from ten cents to fifteen cents? Why or why not?

Once the promotional director (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the promotional director (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

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 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 director 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.



**QUICK SERVE RESTAURANT MANAGEMENT SERIES
2020**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	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	
3.	Explain the relationship between promotion and brand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	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	
5.	Explain factors that influence customer selection of food places and menu items?	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						