



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Selling

QUICK SERVE RESTAURANT MARKETING 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 nature and scope of the selling function.
- Explain key factors in building a clientele.
- Explain factors that motivate people to choose a hospitality and tourism site.
- Explain considerations in meal pricing.
- Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the role of a general manager for PIZZA PLANT, a quick serve restaurant that offers a pizza buffet with a variety of beverages and side items. The franchise manager (judge) wants you to recommend an appropriate promotion for the coupon that will be printed on the back of a local college's football tickets.

There are three local PIZZA PLANTS managed by the franchise manager (judge). All locations are in a city of 100,000 people and a local college. The local college has a football team that has six home games each fall. The franchise manager of PIZZA PLANT (judge) decided to support the local college football team by sponsoring the cost of the printed tickets for the six home games. In exchange, PIZZA PLANT can print an ad or promotion on the back of all home game tickets.

Currently, the price for an adult pizza buffet is \$12.99, including beverage. The price for a child's pizza buffet (12 years and under) is priced at \$8.99, including beverage. Currently there are no promotions for students or seniors.

The franchise manager (judge) wants you to recommend an appropriate promotion that will be printed on the back of all of the local college's football home game tickets. You must also determine an appropriate expiration date, if needed. The franchise manager (judge) wants you to explain how the printed promotion will lead to an increase in sales and clientele.

You will present your ideas to the franchise manager (judge) in a role-play to take place in the franchise manager's (judge's) office. The franchise manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the franchise manager's (judge's) questions, the franchise manager (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. Participant Instructions, 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 franchise manager for PIZZA PLANT, a quick serve restaurant that offers a pizza buffet with a variety of beverages and side items. You want one of the general managers (participant) to recommend an appropriate promotion for the coupon that will be printed on the back of a local college's football tickets.

You manage three local PIZZA PLANTS. All locations are in a city of 100,000 people and a local college. The local college has a football team that has six home games each fall. You decided to support the local college football team by sponsoring the cost of the printed tickets for the six home games. In exchange, PIZZA PLANT can print an ad or promotion on the back of all home game tickets.

Currently, the price for an adult pizza buffet is \$12.99, including beverage. The price for a child's pizza buffet (12 years and under) is priced at \$8.99, including beverage. Currently there are no promotions for students or seniors.

You want the general manager (participant) to recommend an appropriate promotion that will be printed on the back of all of the local college's football home game tickets. You must also determine an appropriate expiration date, if needed. You want the general manager (participant) to explain how the printed promotion will lead to an increase in sales and clientele.

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. Why is an expiration date important or not important?
2. What information do we need to communicate to all three local PIZZA PLANT locations?

Once the general manager (participant) has presented 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.

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
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2 - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Selling

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the selling function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	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	
4.	Explain considerations in meal pricing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of marketing strategies?	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						