



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Customer Relations

RESTAURANT AND FOOD SERVICE 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

- Demonstrate a customer-service mindset.
- Interpret business policies to customers/clients.
- Build and maintain relationships with customers.
- Explain key factors in building and clientele.
- Explain factors that influence customer selection of food places and menu items.

EVENT SITUATION

You are to assume the role of the marketing manager for FUN TIME, a chain of restaurants that feature pizza, arcade games, small rides and large areas for parties. The director of marketing (judge) wants you to help create a customer loyalty program that will result in more frequent visits.

FUN TIME offers families food and fun. Pizza is the main menu item, but salads, chicken strips and hotdogs are also included on the menu. Customers also purchase FUN TIME cards that allow unlimited access to all arcade games and small rides for a period of time. FUN TIME is a popular spot for children's birthday parties and end-of-season sporting events.

Data has shown that most customers only visit FUN TIME once or twice each year. While the food has good reviews and children love to play in the arcade, the price is considered high for average households. The unlimited FUN TIME cards cost \$23 for one hour of play time or \$13 for 30-minutes of play time. Each customer requires their own FUN TIME card. A large pizza costs \$20 and beverages cost \$2.49 with free refills. A family of four spends over \$50 per visit.

The director of marketing (judge) feels that introducing a customer loyalty program that offers rewards could increase the number of repeat visits to FUN TIME. The director of marketing (judge) has asked you to create the loyalty program. You must explain how the loyalty program will work, how rewards will be distributed and explain how the program will encourage repeat visits to FUN TIME.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director's (judge's) office. The director of marketing (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 marketing (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 director of marketing for FUN TIME, a chain of restaurants that feature pizza, arcade games, small rides and large areas for parties. You want the marketing manager (participant) to help create a customer loyalty program that will result in more frequent visits.

FUN TIME offers families food and fun. Pizza is the main menu item, but salads, chicken strips and hotdogs are also included on the menu. Customers also purchase FUN TIME cards that allow unlimited access to all arcade games and small rides for a period of time. FUN TIME is a popular spot for children's birthday parties and end-of-season sporting events.

Data has shown that most customers only visit FUN TIME once or twice each year. While the food has good reviews and children love to play in the arcade, the price is considered high for average households. The unlimited FUN TIME cards cost \$23 for one hour of play time or \$13 for 30-minutes of play time. Each customer requires their own FUN TIME card. A large pizza costs \$20 and beverages cost \$2.49 with free refills. A family of four spends over \$50 per visit.

You feel that introducing a customer loyalty program that offers rewards could increase the number of repeat visits to FUN TIME. You have asked the marketing manager (participant) to create the loyalty program. The marketing manager (participant) must explain how the loyalty program will work, how rewards will be distributed and explain how the program will encourage repeat visits to FUN TIME.

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 drawbacks of offering a loyalty rewards program?
2. What is the best method to promote the loyalty rewards program?

Once the marketing manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing 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.



**RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Demonstrate a customer-service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Interpret business policies to customers/clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain key factors in building a clientele?	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						