



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Promotion

HOTEL AND LODGING MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the role of promotion as a marketing function.
2. Explain the types of promotion.
3. Demonstrate a customer-service mindset.
4. Maintain customer records.
5. Coordinate activities in the promotional mix.

EVENT SITUATION

You are to assume the role of marketing manager for the SUNSET SUITES, a 400-room extended-stay hotel chain located in major cities throughout the United States. The CEO of SUNSET SUITES (judge) has asked you to develop a rewards system for loyal customers that results in repeat and new business.

SUNSET SUITES is a relatively new hotel property whose management wants to establish long-term relationships with customers. Airlines have been noted for rewarding frequent flyers; car rental businesses and hotels are also rewarding customers for repeat business. You must present a similar rewards system for loyal customers of SUNSET SUITES. The CEO (judge) would like to hear your ideas about types of rewards and when they will be given. Along with your presentation of an appropriate reward system for the hotel, you should describe how the hotel chain will maintain a database on customers and explain when and how customers will be notified of rewards. Your plan should be tied to a promotion plan that keeps customers informed throughout the year.

You will present your rewards system ideas to the CEO of the SUNSET SUITES (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your plan. After you have explained your plan and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization

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.

5. Judge's Evaluation Instructions
6. Judge's Evaluation Form

Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of CEO for the SUNSET SUITES, a 400-room extended-stay hotel chain, located in major cities throughout the United States. You have asked the marketing manager (participant) to develop a rewards system for loyal customers that results in repeat and new business.

SUNSET SUITES is a relatively new hotel property that wants to establish long-term relationships with customers. Airlines have been noted for rewarding frequent flyers; car rental businesses and hotels are also rewarding customers for repeat business. You want a similar reward system for loyal customers of SUNSET SUITES. You have asked the marketing manager (participant) to come up with ideas about types of rewards and when they will be given. Along with the presentation of an appropriate rewards system for the hotel, you want the manager (participant) to describe how the hotel chain will maintain a database on customers and explain when and how customers will be notified of rewards. The plan should be tied to a promotion plan that keeps customers informed throughout the year.

The marketing manager (participant) will present the plan to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing manager (participant) and asking to hear his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. How will your rewards program make customers choose our property over some other hotel that also has a rewards program?
2. What type of information should we maintain in the customer database? Why?
3. How can we promote this to customers in a way that will make it seem personal?

Once the marketing manager (participant) has presented the rewards system ideas to you, you will conclude the role-play by thanking the hotel marketing manager (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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.

JUDGE'S EVALUATION FORM
HLM
STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain the role of promotion as a marketing function

Little/No Value 0, 2 Attempts at explaining the role of promotion as a marketing function were inadequate or weak.	Below Expectations 4, 6, 8 Adequately explained the role of promotion as a marketing function.	Meets Expectations 10, 12, 14 Effectively explained the role of promotion as a marketing function.	Exceeds Expectations 16, 18 Very effectively explained the role of promotion as a marketing function.
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2. Explain the types of promotion?

Little/No Value 0, 2 Attempts at explaining the types of promotion were inadequate or weak.	Below Expectations 4, 6, 8 Adequately explained the types of promotion.	Meets Expectations 10, 12, 14 Effectively explained the types of promotion.	Exceeds Expectations 16, 18 Very effectively explained the types of promotion.
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3. Demonstrate a customer-service mindset?

Little/No Value 0, 2 Attempts at demonstrating a customer-service mindset were weak or incorrect.	Below Expectations 4, 6, 8 Adequately demonstrated a customer-service mindset.	Meets Expectations 10, 12, 14 Effectively demonstrated a customer-service mindset.	Exceeds Expectations 16, 18 Very effectively demonstrated a customer-service mindset.
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4. Maintain customer records?

Little/No Value 0, 2 Attempts at explaining the maintenance of customer records were inadequate or unclear.	Below Expectations 4, 6, 8 Adequately explained the maintenance of customer records.	Meets Expectations 10, 12, 14 Effectively explained the maintenance of customer records.	Exceeds Expectations 16, 18 Very effectively explained the maintenance of customer records.
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5. Coordinate activities in the promotional mix?

Little/No Value 0, 2 Attempts at coordinating activities in the promotional mix were inadequate or weak.	Below Expectations 4, 6, 8 Adequately coordinated activities in the promotional mix.	Meets Expectations 10, 12, 14 Effectively coordinated activities in the promotional mix.	Exceeds Expectations 16, 18 Very effectively coordinated activities in the promotional mix.
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6. Overall impression and response to the judge's questions.

Little/No Value 0, 1 Demonstrated few skills; could not answer the judge's questions.	Below Expectations 2, 3, 4 Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Meets Expectations 5, 6, 7 Demonstrated the specified skills; answered the judge's questions effectively.	Exceeds Expectations 8, 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.
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Judge's Initials _____

TOTAL SCORE _____