



HOSPITALITY SERVICES MANAGEMENT TEAM DECISION MAKING 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 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS EVALUATED

- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS EVALUATED

- Sell good/service/idea to groups.
- Establish relationship with client/customer.
- Determine customer/client needs.
- Recommend hospitality services.
- Ask for booking.
- Explain factors affecting pricing decisions.

- Plan variety of guest activities.

CASE STUDY SITUATION

You are to assume the role of catering team for SEASONS RESORT. The president of the local Chamber of Commerce (judge) has asked you to present a plan and bid for holding a major charity event at your resort.

DAILY BREAD, a soup kitchen located in a low-income urban neighborhood, has been providing meals for the needy for more than 35 years. For the past 20 years, DAILY BREAD's landlord has been generous and has kept the lease at \$500 a month. When the landlord passed away recently, the building was sold. The space is still available, but the rent has increased to \$1,500 a month.

DAILY BREAD is having difficulty maintaining its daily operations. They have searched for a new location, but no buildings are available in the area that is most central to the people they serve. The soup kitchen has approached several organizations to help it maintain operations. As a result, the local Chamber of Commerce developed a partnership with DAILY BREAD in an effort to continue the soup kitchen's services.

The president of the Chamber of Commerce (judge) has decided to hold an annual fund-raising event for the soup kitchen to offset the difference in the yearly lease amount. The Chamber of Commerce (judge) and the soup kitchen have asked various establishments, including yours, to make bids (you are a member of the Chamber). It is important to the president (judge) that this event has a high-class image to attract large donors.

The main requirement for the bid is to keep it cost effective in order to maximize the amount of money raised. The Chamber president (judge) is thinking of an evening event with a dinner, a short program and dancing, but is open to something that would really draw people in and raise money. Bidders are asked to present their ideas for a theme, the price of tickets, decorations, an agenda, a cost per person and other details. The Chamber president (judge) estimates that, based on their database of past donors/attendees, 250 tickets could be sold for the event.

You believe that securing this bid would be a big public relations boost to your resort. SEASONS RESORT is a full convention facility with 500 rooms, three ballrooms that can seat up to 300 people each and full catering services. You are to create a detailed plan for the event.

You will present your plan to the Chamber president (judge) in a meeting to take place in the Chamber office. The president (judge) will begin the meeting by greeting you and asking to hear your ideas. Once you have presented your plan and have answered the Chamber president's (judge's) questions, the president (judge) will conclude the meeting by thanking you for your proposal.

JUDGE'S INSTRUCTIONS

You are to assume the role of president of the local Chamber of Commerce. You have asked for plans and bids for a major charity event from several vendors, including the SEASONS RESORT.

DAILY BREAD, a soup kitchen located in a low-income urban neighborhood, has been providing meals for the needy for more than 35 years. For the past 20 years, DAILY BREAD's landlord has been generous and has kept the lease at \$500 a month. When the landlord passed away recently, the building was sold. The space is still available, but the rent has increased to \$1,500 a month.

DAILY BREAD is having difficulty maintaining its daily operations. They have searched for a new location, but no buildings are available in the area that is most central to the people they serve. The soup kitchen has approached several organizations to help it maintain operations. As a result, your Chamber of Commerce developed a partnership with DAILY BREAD in an effort to continue the soup kitchen's services.

You decided to hold an annual fund-raising event for the soup kitchen to offset the difference in the yearly lease amount. You and the soup kitchen asked various establishments to make bids, including SEASONS RESORT since it is a member of the Chamber. It is important to you that this event will have a high-class image to attract large donors.

The main requirement for the bid is to keep it cost effective in order to raise the maximum amount of money possible for the lease. You are thinking of an evening event with a dinner, a short program and dancing, but you are open to something that would really draw people in and raise money. Bidders are asked to present their ideas for a theme, the price of tickets, decorations, an agenda, a cost per person and other details. You estimate that, based on their database of past donors/attendees, 250 tickets could be sold for the event.

Securing this bid would be a big public relations boost to SEASONS RESORT. It is a full convention facility with 500 rooms, three ballrooms that can seat up to 300 people each and a complete catering services. The catering team (participant team) for SEASON'S RESORT is to create a detailed plan for the event.

The catering team (participant team) will present the plan to you in a meeting to take place in the Chamber office. You will begin the meeting by greeting the catering team (participant team) and asking to hear the ideas.

After the catering team (participant team) has made its presentation, you are to ask the following questions of each participant team:

1. Why do you think our donors/attendees will be interested in spending this amount per ticket for this event?
2. Would you go over the cost per person and the profit per person to show me how we will meet our financial goal?

3. What sets your services apart from your competitors?

Once the catering coordinators (participants) have presented their ideas and have answered your questions, you will conclude the meeting by thanking the team for their bid.

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

JUDGING THE PRESENTATION

The Management Team Decision Making events were created by DECA in response to the career opportunities available for participants in these occupational areas.

The participant team will first take a comprehensive exam based on knowledge of general marketing competencies. Participant teams with a career interest in one of the occupational areas will analyze a case situation related to a business in the chosen occupational area. The participant team will make decisions regarding the situation, then make an oral presentation.

The participant team will assume the role of a management team for the business represented in the case situation. The role of the judge(s) is that of an executive (if one judge) or executive team (if more than one judge) for the business.

Participants will be evaluated according to the Evaluation Form.

Participants will be scheduled for presentations at fifteen (15) minute intervals.

Please place the participant team's name and identification number in the upper right-hand corner of the Evaluation Form (unless it has already been done for you).

During the first 10 minutes of the interview (after introductions), the participant team will present their analysis, decisions/recommendations, and the rationale behind the decisions. Allow the participants to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes you are to ask questions of the participant team to determine their understanding of the situation presented. Both members of each team should respond to at least one question. To ensure fairness, you must ask each participant team the same questions (questions are provided in the Judge's Instructions). After asking the standard questions, you may ask other questions specific to the current participant team.

After the questioning period you will close the event by thanking the participants for their input. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is one hundred (100) points. The presentation will be weighed at twice (2 times) the value of the exam scores.

A maximum score of "Exceeds Expectations" in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A "Meets Expectations" rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA's Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your event director.