



Preliminary Round

An Association of Marketing Students®

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

- 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

- Explain the nature of positive customer/client relations.
- Describe the nature of target marketing in the hospitality industry.
- Identify considerations in implementing international marketing strategies.
- Explain factors that motivate people to choose a hospitality site.
- Explain the nature of direct advertising strategies.
- Explain the types of advertising media.
- Develop an advertising campaign.

CASE STUDY SITUATION

You are to assume the role of advertising specialists for WORLDWIDE ADVERTISING INC., a multinational advertising agency. The chief executive officer (CEO) of INTERNATIONAL HOTELS (judge) has asked your firm to create an advertising campaign to help improve the company's damaged reputation.

Recognizing that the hotel chain has suffered from years of poor management and customer neglect, the management of INTERNATIONAL HOTELS made a major push to improve service to customers. Now they have decided to develop a new, dynamic advertising campaign. So the CEO (judge) has turned to WORLDWIDE ADVERTISING INC., a large firm with locations in the United States, Europe and Asia. WORLDWIDE is credited with developing successful advertising campaigns for 10 of the largest hotel chains in the United States and Europe.

INTERNATIONAL HOTELS wants WORLDWIDE to develop an advertising campaign depicting the company as a competent, customer-focused and progressive hotel chain able to meet the needs and wants of its business customers. The advertising campaign should utilize a variety of media and not be limited to traditional advertising strategies.

You should consider the following when preparing your advertising campaign:

- Types of media to be used and their advantages
- Types of publications chosen for feature ads
- A slogan that will enhance the company's new image

You will present your advertising plan to the company's CEO (judge) in a meeting to take place in his/her office. The CEO (judge) will begin the meeting by greeting you and asking you to present your advertising campaign. After you have presented your advertising campaign and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of chief executive officer (CEO) of INTERNATIONAL HOTELS. You have asked a team of advertising specialists (participant team) from the multi-national advertising agency WORLDWIDE ADVERTISING INC. to create an advertising campaign to help improve your company's damaged reputation.

Recognizing that the hotel chain has suffered from years of poor management and customer neglect, the management of INTERNATIONAL HOTELS has made a major push to improve service to customers. Now they have decided to develop a new, dynamic advertising campaign. So you have turned to WORLDWIDE ADVERTISING INC., a large firm with locations in the United States, Europe and Asia. WORLD WIDE is credited with developing successful advertising campaigns for 10 of the largest hotel chains in the United States and Europe.

You have asked WORLDWIDE to develop an advertising campaign depicting the company as a competent, customer-focused and progressive hotel chain able to meet the needs and wants of its business customers. The advertising campaign should utilize a variety of media and should not be limited to traditional advertising strategies.

The advertising specialists (participant team) should consider the following when preparing the advertising campaign:

- Types of media to be used and their advantages
- Types of publications chosen for feature ads
- A slogan that will enhance the company's new image

The advertising specialists (participant team) will present the advertising plan to you in a meeting to take place in your office. You will begin the meeting by greeting the advertising specialists (participant team) and asking to hear about the advertising campaign.

Following the presentation, you are to ask the following questions of each participant team:

1. What standards are used to select advertising media?
2. What do you regard as the most creative part of this campaign?
3. How will we evaluate this campaign?

Once the specialists (participant team) have presented their advertising campaign and have answered your questions, you will conclude the meeting by thanking the specialists (participant team) for their work.

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 must 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 "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

JUDGES EVALUATION FORM
HMDM-03
STATE EVENT

PERFORMANCE INDICATORS

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					_____
1. Explain the nature of positive customer/client relations?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Describe the nature of target marketing in the hospitality industry?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Identify considerations in implementing international marketing strategies?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain factors that motivate people to choose a hospitality site?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Explain the nature of direct advertising strategies?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain the types of advertising media?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Develop an advertising campaign?	10-9	8-7	6-5-4	3-2-1-0	_____

PRESENTATION

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____

Total Points (maximum 100 points)

DO NOT WRITE ON THIS PAGE. RECORD ALL
SCORES ON THE SCANTRON SHEET PROVIDED.