



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Promotion

RESTAURANT AND FOOD SERVICE 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 nature of positive customer/client relations.
2. Explain the nature of a promotional plan.
3. Describe the use of business ethics in promotion.
4. Coordinate activities in the promotional mix.
5. Foster positive working relationships.

EVENT SITUATION

You are to assume the role of general manager of THE ROADHOUSE, a local chain of steakhouses. The owner of THE ROADHOUSE (judge) has asked you to develop a promotional plan to deal with negative publicity the restaurant has received.

THE ROADHOUSE is a popular-priced, casual dining restaurant featuring hand-cut steaks, ribs, barbequed chicken and award-winning pies. Started in 1988, the restaurant has expanded to five locations, all within a 50-mile trading area. THE ROADHOUSE typically ranks at or near the top in the *casual steakhouse* category in an annual survey of consumers conducted by a community magazine.

Two months ago at one of the ROADHOUSE restaurants, a customer reported to the waiter that the steak was not cooked to his liking. The waiter gladly took the steak back to the kitchen and returned it to the customer's table after about five minutes. Shortly afterward, the customer brought the waiter back to his table to show him what looked like several pieces of human hair tucked into a slit that had been cut into the steak. The customer walked out disgusted and decided to pursue legal action.

During the trial it was revealed that the cook was upset about the steak being returned to the kitchen and inserted some hairs from his beard into the slit he had cut into the steak. The cook pled guilty to a food-tampering charge and was sentenced to six months in jail. The incident has been widely reported in area electronic and print media.

The owner (judge) is very concerned about the negative publicity THE ROADHOUSE is receiving because of this employee "prank" and needs you to develop a promotional plan that THE ROADHOUSE can implement to counter the negative publicity.

You will present your promotional plan to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner's (judge's) questions, the owner (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 owner of THE ROADHOUSE, a local chain of steakhouses. You have asked your general manager (participant) to develop a promotional plan to deal with negative publicity the restaurant has received.

THE ROADHOUSE is a popular-priced, casual dining chain of five restaurants featuring hand-cut steaks, ribs, barbequed chicken and award-winning pies. Two months ago at one of the ROADHOUSE restaurants, a customer reported to the waiter that the steak was not cooked to his liking. The waiter gladly took the steak back to the kitchen and returned it to the customer's table after about five minutes. Shortly afterward, the customer brought the waiter back to his table to show him what looked to be several pieces of human hair tucked into a slit that had been cut into the steak. The customer walked out disgusted and decided to pursue legal action.

During the trial it was revealed that the cook was upset about the steak being returned to the kitchen and inserted some hairs from his beard into the slit he had cut into the steak. The cook pled guilty to a food-tampering charge and was sentenced to six months in jail. The incident has been widely reported in area electronic and print media.

You are very concerned about the negative publicity THE ROADHOUSE is receiving because of this employee "prank" and have asked your general manager (participant) to develop a promotional plan that THE ROADHOUSE can implement to counter the negative publicity.

The general 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 general manager (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. Maybe we don't have to do anything; won't people eventually forget about the "hairs in the steak"?
2. How do we convince our employees that retaliation against customers because of criticism is wrong and maybe even illegal?

Once the general manager (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking him/her 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
RFSM
STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain the nature of positive customer/client relations?

Little/No Value 0, 2 Attempts at explaining the nature of positive customer/client relations were weak or inadequate.	Below Expectations 4, 6, 8 Adequately explained the nature of positive customer/client relations.	Meets Expectations 10, 12, 14 Effectively explained the nature of positive customer/client relations.	Exceeds Expectations 16, 18 Very effectively explained the nature of positive customer/client relations.
---	---	---	--

2. Explain the nature of a promotional plan?

Little/No Value 0, 2 Attempts at explaining the nature of a promotional plan were weak or inadequate.	Below Expectations 4, 6, 8 Adequately explained the nature of a promotional plan.	Meets Expectations 10, 12, 14 Effectively explained the nature of a promotional plan.	Exceeds Expectations 16, 18 Very effectively explained the nature of a promotional plan.
---	---	---	--

3. Describe the use of business ethics in promotion?

Little/No Value 0, 2 Attempts at describing the use of business ethics in promotion were weak or inadequate.	Below Expectations 4, 6, 8 Adequately described the use of business ethics in promotion.	Meets Expectations 10, 12, 14 Effectively described the use of business ethics in promotion.	Exceeds Expectations 16, 18 Very effectively described the use of business ethics in promotion.
--	--	--	---

4. Coordinate activities in the promotional mix?

Little/No Value 0, 2 Attempts at coordinating activities in the promotional mix were weak or inadequate.	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.
--	--	--	---

5. Foster positive working relationships?

Little/No Value 0, 2 Attempts at fostering positive working relationships were weak or inadequate.	Below Expectations 4, 6, 8 Adequately fostered positive working relationships.	Meets Expectations 10, 12, 14 Effectively fostered positive working relationships.	Exceeds Expectations 16, 18 Very effectively fostered positive working relationships.
--	--	--	---

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.
---	---	---	---

Judge's Initials _____

TOTAL SCORE _____