



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Marketing

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

- Explain factors that influence customer selection of food places and menu items.
- Describe marketing functions and related activities.
- Differentiate between service marketing and product marketing.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain promotional methods used by the hospitality and tourism industry.

EVENT SITUATION

You are to assume the role of the director of marketing for GARDENS OF ITALY, a favorite full-service restaurant chain specializing in Italian-inspired dishes. The senior vice president (judge) wants you to act swiftly to capitalize on a celebrity mention of the chain on a popular podcast.

The second most popular podcast in the nation is hosted by the Reed brothers, two brothers that both play in the National Football League. In the weekly podcast episodes, the brothers chat about sports, family, popular culture and their youth. In the latest episode, one brother mentions that GARDENS OF ITALY is his favorite restaurant and that he still eats there often, even being a famous athlete. He then mentions that he loves to order both the fettucine alfredo and the spaghetti marinara and combine them in one bowl.

Since that episode debuted four days ago, GARDENS OF ITALY locations across the country have seen an increase in the number of diners ordering both the fettucine alfredo and the spaghetti marinara and combining them.

The senior vice president (judge) feels that the chain needs to act swiftly to capitalize on this mention of GARDENS OF ITALY and the menu item recommendation. At most locations, the fettucine alfredo is priced at \$17.99 and the spaghetti marinara is priced at \$15.99.

The senior vice president (judge) wants you to decide how to use the mention of GARDENS OF ITALY and one of the Reed brother's menu recommendations in marketing for the chain.

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the senior vice president's (judge's) questions, the senior vice president (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 senior vice president for GARDENS OF ITALY, a favorite full-service restaurant chain specializing in Italian-inspired dishes. You want the director of marketing (participant) to act swiftly to capitalize on a celebrity mention of the chain on a popular podcast.

The second most popular podcast in the nation is hosted by two brothers, the Reed brothers, two brothers that both play in the National Football League. In the weekly episodes, the brothers chat about sports, family, popular culture and their youth. In the latest episode, one brother mentions that GARDENS OF ITALY is his favorite restaurant and that he still eats there often, even being a famous athlete. He then mentions that he loves to order both the fettucine alfredo and the spaghetti marinara and combine them in one bowl.

Since that episode debuted four days ago, GARDENS OF ITALY locations across the country have seen an increase in the number of diners ordering both the fettucine alfredo and the spaghetti marinara and combining them.

You feel that the chain needs to act swiftly to capitalize on this mention of GARDENS OF ITALY and the menu item recommendation. At most locations, the fettucine alfredo is priced at \$17.99 and the spaghetti marinara is priced at \$15.99.

You want the director of marketing (participant) to decide how to use the mention of GARDENS OF ITALY and one of the Reed brother's menu recommendations in marketing for the chain.

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 approval do we need to get from the Reed brother to use your ideas?
2. How long should we run this marketing promotion?

Once the director of marketing (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing (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 2024

JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Marketing

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	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	
2.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Differentiate between service marketing and product marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain promotional methods used by the hospitality and tourism industry?	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						