



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant Management

**INSTRUCTIONAL AREA**  
Promotion

## **RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

### **21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain promotional methods used by the hospitality and tourism industry.
- Explain the role of promotion as a marketing function.
- Explain the types of promotion.
- Explain the role of customer service as a component of selling relationships.
- Identify customer dynamics affecting food establishments.

## EVENT SITUATION

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You are to assume the role of the marketing manager for TASTY BUDS, a full serve casual restaurant chain with 50 locations. The director of marketing (judge) wants you to develop a promotion that leans into the benefits of full serve restaurants over quick-serve and fast casual.

The shift in the economy has not reduced the number of diners in restaurants, however it has made restaurant customers more intentional with their spending. Due to the increase in prices, quick-serve and fast casual restaurants have seen an increase in the frequency and number of diners. Diners are not ignoring full serve restaurants; instead they are expecting more for their money.

The director of marketing (judge) wants diners to choose TASTY BUDS. The director of marketing (judge) knows that diners choose quick-serve restaurants for speed and choose fast casual for speed with higher quality menu items. If TASTY BUDS is to be the choice among diners, then the benefits of full-service must be promoted.

The director of marketing (judge) wants you to develop a promotion that will showcase the benefits of dining at a full-service restaurant, that will lead to intentional spending at TASTY BUDS.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of marketing's (judge's) questions, the director of marketing (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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

1. Participant Instructions, 21<sup>st</sup> 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**

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You are to assume the role of the director of marketing for TASTY BUDS, a full serve casual restaurant chain with 50 locations. You want the marketing manager (participant) to develop a promotion that leans into the benefits of full serve restaurants over quick-serve and fast casual.

The shift in the economy has not reduced the number of diners in restaurants, however it has made restaurant customers more intentional with their spending. Due to the increase in prices, quick-serve and fast casual restaurants have seen an increase in the frequency and number of diners. Diners are not ignoring full serve restaurants; instead they are expecting more for their money.

You want diners to choose TASTY BUDS. You know that diners choose quick-serve restaurants for speed and choose fast casual for speed with higher quality menu items. If TASTY BUDS is to be the choice among diners, then the benefits of full-service must be promoted.

You want the marketing manager (participant) to develop a promotion that will showcase the benefits of dining at a full-service restaurant, that will lead to intentional spending at TASTY BUDS.

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 do you think is the biggest reason people don't prefer to dine at full-service restaurants?
2. How can we use your promotional ideas inside our restaurants?

Once the marketing manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing manager (participant) for the work.

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

## EVALUATION INSTRUCTIONS

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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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	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	
2.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the types of promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify customer dynamics affecting food establishments?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						