



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Customer Relations

MARKETING COMMUNICATIONS 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 have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Demonstrate a customer-service mindset
2. Handle customer/client complaints
3. Interpret business policies to customers/clients
4. Develop communications plan
5. Gain commitment from client

EVENT SITUATION

You (student participant) are the WEDDING COORDINATOR for a local wedding reception venue, BLESSED BELLS. Your main responsibility is to assist the bride and groom while they create a memorable wedding reception for their guests. In addition to planning out the venue space, you also help the bride and groom pick decorations, determine the menu, set up seating options, and arrange for the music.

You will be meeting with Mr./Ms. Berken (judge) who was upset to learn that their wedding reception date has been double booked. The contract that Mr./Ms. Berken signed clearly noted that the full down-payment of \$1000 was to be paid within 60 days of the wedding reception to hold the date. However, the couple paid \$500, which is nonrefundable. Since their payment, another couple paid the full \$1000, and has secured the date, thus bumping Mr./Ms. Berken from that same date. However, this was not communicated to Mr./Ms. Berken and he/she assumed that the date was protected.

Mr./Ms. Berken has already sent the wedding invitations to 350 guests, which state BLESSED BELLS as the reception location, as well as the date that has been double booked. Mr./Ms. Berken would like to go to a new wedding reception location, is demanding a full refund, plus reimbursement for the printing and postage of the invitations, and is threatening to take the issue to social media.

You have been instructed by the owner of BLESSED BELLS that you need to keep Mr./Ms. Berken as a wedding reception client, but on a different date and that you can offer \$500 in services to encourage the couple to keep the contract with BLESSED BELLS.

The following are options within the \$500 price range (options cannot be split):

- Pizza at 10:30 p.m.
- Afternoon snacks in between the reception and the dinner
- Coffee and snack stations
- Upgraded decorations
- String quartet during dinner

In addition, you will need to provide Mr./Ms. Berken with a communication plan to ensure that all information is received and questions are answered.

You will be meeting with Mr./Ms. Berken in the BLESSED BELLS conference room. You will begin the meeting by apologizing for the double booked wedding reception. At the conclusion of the meeting, you will thank Mr./Ms. Berken for his/her time and confirm the agreed upon details of the upcoming wedding reception.

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

The student participant is the wedding coordinator for a local wedding reception venue, BLESSED BELLS. The student participant's main responsibility is to assist the bride and groom while they create a memorable wedding reception for their guests. In addition to planning out the venue space, the student participant also helps the bride and groom pick decorations, determine the menu, set up seating options, and arrange for the music.

The student participant will be meeting with Mr./Ms. Berken (judge) who was upset to learn that their wedding reception date has been double booked. The contract that you (judge) signed clearly noted that the full down-payment of \$1000 was to be paid within 60 days of the wedding reception to hold the date. However, you (judge) paid \$500, which is nonrefundable. Since your (judge) payment, another couple paid the full \$1000, and has secured the date, thus bumping you (judge) from that same date. However, this was not communicated to you (judge) and you (judge) assumed that the date was protected.

You (judge), MR./MS BERKEN, have already sent the wedding invitations to 350 guests, which state BLESSED BELLS as the reception location, as well as the date that has been double booked. You (judge) would like to go to a new wedding reception location, are demanding a full refund, plus reimbursement for the printing and postage of the invitations, and are threatening to take the issue to social media.

The student participant has been instructed by the owner of BLESSED BELLS that he/she needs to keep you (judge) as a wedding reception client, but on a different date and that the student participant can offer \$500 in services to encourage you (judge) to keep the contract with BLESSED BELLS.

The following are options within the \$500 price range (options cannot be split):

- Pizza at 10:30 p.m.
- Afternoon snacks in between the reception and the dinner
- Coffee and snack stations
- Upgraded decorations
- String quartet during dinner

In addition, the student participant will need to provide you (judge) with a communication plan to ensure that all information is received and questions are answered.

The student participant will be meeting with you (judge) in the BLESSED BELLS conference room. The student participant will begin the meeting by apologizing for the double booked wedding reception.

After you feel that the student provided enough information and a viable solution to the issue, you will need to agree when the student tries to gain commitment and keep you as a client.

At the conclusion of the meeting, the student participant will thank you (judge) for your time and confirm the agreed upon details of the upcoming wedding reception.

During the course of the role-play you are to ask the following questions of each participant:

1. How can I be assured that you won't miss any other important communication?
 - a. *Possible Solutions: Again, I am so very sorry. It will be my priority to follow the communication plan that I designed. In addition, I hope that you will be upfront with me so that I know that I am providing you with the best service for this wedding reception.*
2. Will you pay for the printing and postage for new invitations?
 - a. *Possible Solutions: Unfortunately, I cannot pay for the new invitations. However, if you can provide me with an email list, I can send out the email for you or create a postcard and send from our company.*

Once the participant has answered your questions, you will conclude the role-play by thanking the participant for the possible solutions.

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.

Performance Indicator Information

1. **Demonstrate a customer-service mindset:** A mindset that focuses on creating customer value, loyalty, and trust. A customer service mindset will create a positive imprint in the customer's mind
2. **Handle customer/client complaints:** Listen to the complaint, acknowledge the concern, and identify solutions to the issue to ensure that the customer will be satisfied.
3. **Interpret business policies to customers/clients:** Read and explain the policies to the customer; while sharing the viewpoint of the business, yet understanding the perspective of the customer.
4. **Develop communications plan:** Typical steps of a communication plan include:
 - Identify the purpose of your communication.
 - Identify your audience.
 - Plan and design your message.
 - Consider your resources.
 - Plan for obstacles and emergencies.
 - Strategize how you'll connect with the media and others who can help you spread your message.
 - Create an action plan.
5. **Gain commitment from client:** Asking the client to commit to the plan presented; rather than sharing the plan but not asking the customer to commit to the plan



**MARKETING COMMUNICATIONS SERIES,
2018**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

**INSTRUCTIONAL AREA
Customer Relations**

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Demonstrate a customer-service mindset	10-11	12-13	14	
2.	Handle customer/client complaints	10-11	12-13	14	
3.	Interpret business policies to customers/clients	10-11	12-13	14	
4.	Develop communications plan	10-11	12-13	14	
5.	Gain commitment from client	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator