



CAREER CLUSTER
Hospitality & Tourism

CAREER PATHWAY
Restaurant & Food & Beverage Service

INSTRUCTIONAL AREA
Promotion

QUICK SERVE RESTAURANT MANAGEMENT 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. Identify types of public-relations activities
2. Explain communications channels used in public-relations activities
3. Discuss internal and external audiences for public-relations activities
4. Explain the nature of positive customer relations
5. Identify company's brand promise

EVENT SITUATION

You are to assume the role of PUBLIC RELATIONS SPECIALIST of BUBBY’S BURGERS, a national fast food burger chain with more than 5,000 locations across the country. You are meeting with Mr./Ms. Sitts, the director of public relations (judge), to discuss the company’s new corporate social responsibility initiative.

Bubby’s Burgers has been around for over 40 years and has specialized in creating homemade burgers, fries, and shakes. Their other menu items include a variety of chicken entrees, sandwiches, wraps, and side selections such as cheese curds, onion rings, and coleslaw. Their brand promise of “great food, great service, great people” combined with their family-friendly atmosphere have made Bubby’s Burgers a top destination for families across the country.

For years the company has prided itself in its community involvement and the ownership it takes in being a socially responsible business leader. Recently the company has decided to revamp its corporate social responsibility plan to ensure it is meeting the needs of today’s society. A team of executives at Bubby’s Burgers have decided on four main points of emphasis:

- Empower our youth
- Develop employees professionally
- Save earth’s resources
- Promote better food quality and safety

Mr./Ms. Sitts, the director of public relations (judge), has recommended you to head the “empower our youth” initiative and has asked you to come up with some preliminary ideas of what that campaign would include. In addition to your ideas you should also include the following in your presentation:

- Explain the nature of positive customer relations
- Identify types of public-relations activities
- Discuss internal and external audiences for public-relations activities

You will present your recommendations to the director of public relations (judge) in a meeting to take place in their office. Mr./Ms. Sitts will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the director of public relation’s questions, they will conclude the meeting 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 Mr./Ms. Sitts, DIRECTOR OF PUBLIC RELATIONS of BUBBY'S BURGERS, a national fast food burger chain with more than 5,000 locations across the country. You are meeting with the public relations specialist (participant) to discuss the company's new corporate social responsibility initiative.

Bubby's Burgers has been around for over 40 years and has specialized in creating homemade burgers, fries, and shakes. Their other menu items include a variety of chicken entrees, sandwiches, wraps, and side selections such as cheese curds, onion rings, and coleslaw. Their brand promise of "great food, great service, great people" combined with their family-friendly atmosphere have made Bubby's Burgers a top destination for families across the country.

For years the company has prided itself in its community involvement and the ownership it takes in being a socially responsible business leader. Recently the company has decided to revamp its corporate social responsibility plan to ensure it is meeting the needs of today's society. A team of executives at Bubby's Burgers have decided on four main points of emphasis:

- Empower our youth
- Develop employees professionally
- Save earth's resources
- Promote better food quality and safety

You have recommended the public relations specialist (participant) to head the “empower our youth” initiative and have asked him/her to come up with some preliminary ideas of what that campaign would include. In addition to their ideas, the public relations specialist should also include the following in their presentation:

- Explain the nature of positive customer relations
- Identify types of public-relations activities
- Discuss internal and external audiences for public-relations activities

The public relations specialist (participant) will make recommendations to you in a meeting to take place in your office. You will begin the meeting by greeting the public relations specialist and asking to hear his/her ideas. After they have presented their ideas and has answered your questions, you will conclude the meeting by thanking them for their work.

Judge Questions/Possible Solutions:

During the course of the meeting you are to task the following of all participants:

1. Which types of communication channels will you use in your campaign?

Answers will vary and should relate to their specific campaign. Possible solutions could include the use of social media such as twitter and snapchat to reach the youth market. The use of traditional media of broadcast and print could be used to reach the older market segment.

2. How will your campaign fulfill the company’s brand promise?

The company brand promise is “great food, great service, great people”. Depending on their campaign ideas, they should be able to incorporate the company's brand promise on their specific initiatives.

3. How will an effective corporate social responsibility campaign benefit our business?

Some benefits of a corporate social responsibility campaign include: better public image, increased media coverage, boost employee engagement.

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.



**QUICK SERVE RESTAURANT MANAGEMENT,
2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA: PROMOTION

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify types of public-relations activities	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain communications channels used in public-relations activities	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss internal and external audiences for public-relations activities	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of positive customer relations	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify company's brand promise	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						