



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant and Food and Beverage Services

**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 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 the elements of the promotional mix
2. Coordinate activities in the promotional mix
3. Describe word-of-mouth channels used to communicate with targeted audiences
4. Explain the nature of direct marketing channels
5. Explain types of advertising media

## EVENT SITUATION

You are to assume the role of **Manager** for **The Summit**, a full-service restaurant that serves lunch and dinner to an upper middle class clientele. The Summit's **Owner** (judge) is trying to gain market share by promoting an upcoming holiday.

The restaurant seats 300 people, has 65 tables, and employs 60 full- and part-time employees. The specialty of the restaurant, served in an elegant setting, is steak and seafood. The menu also includes popular items such as gourmet salads, various chicken and pork dinners, homemade soups, rustic pasta dishes and unique appetizers. There is heavy customer traffic in the area from the large regional shopping mall, and the restaurant is located near the exit to a major highway which makes it easily accessible from the surrounding towns.

The owner (judge) has asked you to come up with some ideas in promoting Father's Day, a holiday that is not as popular as Mother's Day, Easter, etc. for dining out. The restaurant owner (judge) feels Father's Day provides an excellent opportunity for the restaurant, but he/she has some concerns about selling the concept to their customers. The owner (judge) has asked you to develop this promotional plan for Father's Day and present it to him/her.

Consider the following recommendations in preparing your promotional plan:

- Develop promotional ideas/activities.
- What media or other forms of communication, if any, would you recommend and why?

You will present your promotional ideas to The Summit's owner (judge) in a role-play to take place in the owner's (judge's) office. The restaurant owner (judge) will begin the role-play by asking to hear your promotional plan. Once 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 hard 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 Summit**. The Summit is a full-service restaurant that serves lunch and dinner to an upper middle class clientele. You, the owner, have asked the **Manager** (participant) to develop a promotional plan to gain market share by promoting Father's Day, which is not as popular as Mother's Day, Easter, etc. for dining out. You (judge) feel Father's Day provides an excellent opportunity for the restaurant, but you have some concerns about selling the concept to your customers.

The Summit seats 300 people, has 65 tables, and employs 60 full- and part-time employees. The specialty of the restaurant, served in an elegant setting, is steak and seafood. The menu also includes popular items such as gourmet salads, various chicken and pork dinners, homemade soups, rustic pasta dishes and unique appetizers. There is heavy customer traffic in the area from the large regional shopping mall, and the restaurant is located near the exit to a major highway which makes it easily accessible from the surrounding towns.

The manager (participant) is to consider the following recommendations in preparing their promotional plan:

- Develop promotional ideas/activities.
- What media or other forms of communication, if any, would you recommend and why?

The participant will present his/her promotional ideas 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 promotional plan.

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

1. Our budget is pretty low; which promotional activity (or activities) could we do that would be effective but cost efficient?

Possible answers:

- *In-store promotions, such as simple table flyers in the restaurant, training the staff to “sell” Father’s Day reservations to current customers eating at the restaurant.*
- *Social media posts may also be mentioned or email/text promotions to current customers.*

2. What menu items would you most likely recommend to promote/use in promotional items?

Possible answers:

- *Specialty items, such as seafood and steak, are popular with Dads and their hearty appetites.*

3. We want to expand our customer base to surrounding communities. What are best methods and/or types of promotions we should use to convince potential customers to visit our restaurant?

Possible answers:

- *Developing an online presence that is easily accessible to customers regardless of how far they may be from the restaurant and then possibly offering a deal (coupon, etc.) to negate the cost of traveling to the restaurant.*

Once the manager (participant) has presented his/her plan and has answered your questions, you will conclude the role-play by thanking the manager (participant) 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.

| <b>Level of Evaluation</b> | <b>Interpretation Level</b>   |
|----------------------------|---|
| 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, 2015**

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

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

**INSTRUCTIONAL AREA: Promotion**

Did the participant:

| Did the participant:          |   | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b> |   |                 |                    |                    |                      |              |
| 1.                            | Identify the elements of the promotional mix  | 0-1-2-3-4-5     | 6-7-8-9            | 10-11-12-13        | 14-15-16             |              |
| 2.                            | Coordinate activities in the promotional mix  | 0-1-2-3-4-5     | 6-7-8-9            | 10-11-12-13        | 14-15-16             |              |
| 3.                            | Describe word-of-mouth channels used to communicate with targeted audiences                 | 0-1-2-3-4-5     | 6-7-8-9            | 10-11-12-13        | 14-15-16             |              |
| 4.                            | Explain the nature of direct marketing channels   | 0-1-2-3-4-5     | 6-7-8-9            | 10-11-12-13        | 14-15-16             |              |
| 5.                            | Explain types of advertising media  | 0-1-2-3-4-5     | 6-7-8-9            | 10-11-12-13        | 14-15-16             |              |
| 6.                            | Reason effectively, use systems thinking, make judgments and decisions, and solve problems? | 0-1-2-3         | 4-5-6              | 7-8                | 9-10                 |              |
| 7.                            | Overall impression and responses to the judge's questions                                   | 0-1-2-3         | 4-5-6              | 7-8                | 9-10                 |              |
| <b>TOTAL SCORE</b>            |   |                 |                    |                    |                      |              |