



CAREER CLUSTER
Hospitality & Tourism

CAREER PATHWAY
Restaurant & Food & Beverage Service

INSTRUCTIONAL AREA
Promotion

RESTAURANT & FOOD SERVICE 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 the elements of the promotional mix
2. Coordinate activities in the promotional mix
3. Develop promotional materials
4. Describe word-of-mouth channels used to communicate with targeted audiences
5. Describe the use of technology in the promotion function

EVENT SITUATION

You are to assume the role of MANAGER for THE CITY GRILL, a locally-owned restaurant in a vibrant downtown area. Mr./Ms. Stevens, the owner (judge), has asked you to develop a promotional plan to help increase sales.

In recent years the downtown business retailers association has added numerous events and activities to increase consumer traffic. One of those events is 'Food Truck Fridays' where on Friday evenings food trucks line a three-block area and consumers walk amongst the trucks to try new foods and visit local shops.

The 'Food Truck Fridays' event runs from 4:00 p.m. to 10:00 p.m. every Friday from Memorial Day to Labor Day. The parking locations for the food trucks are less than one block from the front entrance of The City Grill. Since the start of 'Food Truck Fridays', your business has dropped by 30% on Friday evenings, which used to be The City Grill's biggest night of the week.

The City Grill has been open for 12 years in the same location and has become a local favorite. It is open from 11:30 a.m. to 10:00 p.m., 7 days a week serving lunch and dinner, and the restaurant is known for having a regular menu that features modern takes on American classic dishes, appetizers and small desserts. There is also a full-service bar and lounge, and the chef likes to surprise diners with a rotation of new and different specials featuring seasonal produce.

Mr./Ms. Stevens, the owner (judge) of The City Grill, has asked you to develop a promotional plan to help combat the drop in revenue during 'Food Truck Fridays.' The owner would like you to create different options of promotional materials and activities that can be used and seen by those who attend or are thinking about attending 'Food Truck Fridays.'

You will present your ideas to Mr./Ms. Stevens (judge) in a meeting to take place at the restaurant before opening at 11:00 a.m. The owner will begin the meeting by greeting you and asking to hear your ideas. After you have shared your ideas and have answered their 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 as Mr./Ms. Stevens, the OWNER of for THE CITY GRILL, a locally-owned restaurant in a vibrant downtown area. You have asked your manager (participant) to develop a promotional plan to help increase sales.

In recent years the downtown business retailers association has added numerous events and activities to increase consumer traffic. One of those events is 'Food Truck Fridays' where on Friday evenings food trucks line a three-block area and consumers walk amongst the trucks to try new foods and visit local shops.

The 'Food Truck Fridays' event runs from 4:00 p.m. to 10:00 p.m. every Friday from Memorial Day to Labor Day. The parking locations for the food trucks are less than one block from the front entrance of The City Grill. Since the start of 'Food Truck Fridays,' your business has dropped by 30% on Friday evenings, which used to be The City Grill's biggest night of the week.

The City Grill has been open for 12 years in the same location and has become a local favorite. It is open from 11:30 a.m. to 10:00 p.m., 7 days a week serving lunch and dinner, and the restaurant is known for having a regular menu that features modern takes on American classic dishes, appetizers and small desserts. There is also a full-service bar and lounge, and the chef likes to surprise diners with a rotation of new and different specials featuring seasonal produce.

As the owner of The City Grill, you have asked the manager (participant) to develop a promotional plan to help combat the drop in revenue during ‘Food Truck Fridays.’ You would like the manager to create different options of promotional materials and activities that can be used and seen by those who attend or are thinking about attending ‘Food Truck Fridays.’

The manager (participant) will present his/her ideas to you in a meeting to take place at the restaurant before opening at 11:00 a.m. You will begin the meeting by greeting the manager and asking to hear his/her ideas. After they have shared their ideas and have answered your questions, you will conclude the meeting by thanking them for their work.

Judge Questions/Possible Solutions:

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

1. Of the promotional ideas that you have presented, could any be used on days other than ‘Food Truck Fridays’? If so, how?

Students’ answers will vary depending on their promotion ideas. The key is to have students show the versatility in the promotional ideas they’ve developed and how those promotional ideas can reach a variety of customers throughout the week.

2. Since The City Grill is competing against food trucks that are mobile and only in the neighborhood once a week, what could we promote as competitive advantages for our customers?

Answers may vary but could include parking available for customers, indoor & outdoor seating, reservations available, “no lines, no waiting”, carry-out available, etc.

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.



**RESTAURANT & FOOD SERVICE
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 the elements of the promotional mix	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Coordinate activities in the promotional mix	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Develop promotional materials	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	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	
5.	Describe the use of technology in the promotion function	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						