



CAREER CLUSTER
Hospitality and Tourism

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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature of positive customer/client relations.
2. Explain promotional methods used by the hospitality and tourism industry.
3. Identify the elements of the promotional mix.
4. Coordinate activities in the promotional mix.
5. Monitor and evaluate the performance of a marketing plan.

EVENT SITUATION

You are to assume the role of manager at SIROS, a popular Italian restaurant located in Chicago. The owner (judge) has asked you to prepare a promotional campaign to advertise the restaurant's new gluten-free menu items.

SIROS, a family-owned restaurant, is known for its old-world cooking and family-style atmosphere with a touch of elegance. SIROS has had positive reviews in several large restaurant industry magazines. The restaurant is known for its menu, which has a wide variety of reasonably priced pastas and pizzas.

Sales at SIROS have decreased over the last two years. The owner (judge) has been searching for the cause of this decline. As a member of the Chicago Restaurants Association, the owner (judge) recently attended the annual members' meeting. At this meeting, the owner (judge) asked other Italian restaurant owners if their sales had been decreasing. All but one restaurant owner said yes. The one Italian restaurant owner whose sales had not decreased added that her sales had actually increased. When the others asked how she had done it, she reported that she had incorporated gluten-free items on her menu. She was now marketing to the growing percent of the population who have Celiac disease, a condition that prevents people from eating foods containing wheat and several sauces. Pizza, pasta and breads are all examples of foods that people with Celiac disease cannot eat. By providing gluten-free items on the menu, this restaurant owner felt that she was not only keeping her current customers, but also gaining new customers with Celiac disease.

The owner of SIROS (judge) thinks that incorporating gluten-free items into the menu is a great idea. S/he would like you to:

- work on the restaurant's branding image
- develop a promotional mix that lets the public know of the new dishes and preparation methods that will be offered at SIROS
- develop a system to analyze the effectiveness of the new promotional campaign

You will present the campaign to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After 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 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 SIROS, a popular Italian restaurant located in Chicago. You have asked your manager (participant) to prepare a promotional campaign to advertise the restaurant's new gluten-free menu items.

SIROS, a restaurant owned by your family, is known for its old-world cooking and family-style atmosphere with a touch of elegance. SIROS has had positive reviews in several large restaurant industry magazines. The restaurant is known for its menu, which has a wide variety of reasonably priced pastas and pizzas.

Sales at SIROS have decreased over the last two years. You have been searching for the cause of this decline. As a member of the Chicago Restaurants Association, you recently attended the annual members' meeting. At this meeting, you asked other Italian restaurant owners if their sales had been decreasing. All but one restaurant owner said yes. The one Italian restaurant owner whose sales had not decreased added that her sales had actually increased. When asked how she had done it, she reported that she had incorporated gluten-free items on her menu. She was now marketing to the growing percent of the population with Celiac disease, a condition that prevents people from eating foods containing wheat and several sauces. Pizza, pasta and breads are all examples of foods that people with Celiac disease cannot eat. By providing gluten-free items on the menu, this restaurant owner felt that she was not only keeping her current customers, but was gaining new customers with Celiac disease.

You think that incorporating gluten-free items into the menu is a great idea. You would like your manager (participant) to:

- work on the restaurant's branding image
- develop a promotional mix that lets the public know of the new dishes and preparation methods that will be offered at SIROS
- develop a system to analyze the effectiveness of the new promotional campaign

The manager (participant) will present the campaign ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the manager (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. Are there any businesses or organizations that we should partner with in order to get the message of our new menu out to a specific audience?
2. Should we remove some items that are currently on the menu to make room for the new items?
3. How do we keep our existing customers from thinking that we don't care as much about *them* any more?

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

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.

JUDGE'S EVALUATION FORM
RFSM
STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain the nature of positive customer/client relations?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts at explaining the nature of positive customer/client relations were inadequate or weak.	4, 6, 8 Adequately explained the nature of positive customer/client relations.	10, 12, 14 Effectively explained the nature of positive customer/client relations.	16, 18 Very effectively explained the nature of positive customer/client relations.

2. Explain promotional methods used by the hospitality and tourism industry?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts at explaining promotional methods used by the hospitality and tourism industry were inadequate or weak.	4, 6, 8 Adequately explained promotional methods used by the hospitality and tourism industry.	10, 12, 14 Effectively explained promotional methods used by the hospitality and tourism industry.	16, 18 Very effectively explained promotional methods used by the hospitality and tourism industry.

3. Identify the elements of the promotional mix?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts at identifying the elements of the promotional mix were weak or incorrect.	4, 6, 8 Adequately identified the elements of the promotional mix.	10, 12, 14 Effectively identified the elements of the promotional mix.	16, 18 Very effectively identified the elements of the promotional mix.

4. Coordinate activities in the promotional mix?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts at coordinating activities in the promotional mix were inadequate or unclear.	4, 6, 8 Adequately coordinated activities in the promotional mix.	10, 12, 14 Effectively coordinated activities in the promotional mix.	16, 18 Very effectively coordinated activities in the promotional mix.

5. Monitor and evaluate the performance of a marketing plan?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts at monitoring and evaluating the performance of a marketing plan were inadequate or weak.	4, 6, 8 Adequately monitored and evaluated the performance of a marketing plan.	10, 12, 14 Effectively monitored and evaluated the performance of a marketing plan.	16, 18 Very effectively monitored and evaluated the performance of a marketing plan.

6. Overall impression and response to the judge's questions.

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1 Demonstrated few skills; could not answer the judge's questions.	2, 3, 4 Demonstrated limited ability to link some skills; answered the judge's questions adequately.	5, 6, 7 Demonstrated the specified skills; answered the judge's questions effectively.	8, 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____