



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Marketing

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of corporate branding.
- Describe marketing functions and related activities.
- Explain factors that influence customer selection of food places and menu items.
- Demonstrate connections between company actions and results.
- Describe the role of customer voice in hospitality and tourism branding.

EVENT SITUATION

You are to assume the role of the general manager of GOOD EATS, a chain of full-service restaurants that will be opening soon in a town of 25,000 people. The regional manager (judge) wants you to recommend how to effectively market the national chain to the small town.

GOOD EATS has over 1,000 locations across the nation. The chain is well known for delicious all-American fare, serving lunch, dinner and late night eats. The chain will soon be opening its newest location in a town of 25,000 people. The small town has several quick serve restaurant chains, but all of the full-service restaurants are local, independent restaurants. GOOD EATS will be the first national chain full-service restaurant in town.

The regional manager (judge) is concerned that GOOD EATS will not perform as well in the small town as in big cities due to the community's small-town local image and preference to support small local businesses. The regional manager (judge) wants you to determine how the new GOOD EATS can market itself as fitting into the local market while maintaining its national reputation for delicious food.

You will present your ideas to the regional manager (judge) in a role-play to take place in the regional manager's (judge's) office. The regional manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the regional manager's (judge's) questions, the regional manager (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of a regional manager of GOOD EATS, a chain of full-service restaurants that will be opening soon in a town of 25,000 people. You want the general manager (participant) to recommend how to effectively market the national chain to the small town.

GOOD EATS has over 1,000 locations across the nation. The chain is well known for delicious all-American fare, serving lunch, dinner and late night eats. The chain will soon be opening its newest location in a town of 25,000 people. The small town has several quick serve restaurant chains, but all of the full-service restaurants are local, independent restaurants. GOOD EATS will be the first national chain full-service restaurant in town.

You are concerned that GOOD EATS will not perform as well in the small town as in big cities due to the community's small-town local image and preference to support small local businesses. You want the general manager (participant) to determine how the new GOOD EATS can market itself as fitting into the local market while maintaining its national reputation for delicious food.

The participant will present information 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 ideas.

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

1. Why is it important for us to embrace the local culture?
2. How can we tell if your marketing suggestions are effective?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

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 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 director 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 AND FOOD SERVICE MANAGEMENT SERIES
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2 - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Marketing

ID Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of corporate branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors that influence customer selection of food places and menu items?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe the role of customer voice in hospitality and tourism branding?	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						