



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

- 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 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

1. Explain the nature of a promotional plan.
2. Describe the use of technology in the promotion function.
3. Identify communications channels used in sales promotion.
4. Develop promotional materials.
5. Explain factors affecting pricing decisions.

EVENT SITUATION

You are to assume the role of general manager at TAILGATERS, a locally owned and operated restaurant with one location in a city of 150,000 people. The owner of the restaurant (judge) has asked you to develop a promotion for the upcoming Super Bowl that will steer customers with take-out orders to TAILGATERS, rather than national chain restaurants.

TAILGATERS has been a staple in the community for over 30 years. The restaurant was the first in the community to offer multiple television sets for patrons to watch sporting events while dining. The TAILGATERS menu is simple, featuring favorites such as: chicken wings, chips and salsa, fried cheese sticks, hamburgers and French fries.

While the restaurant is always busy on Sundays during the regular NFL football season, it is virtually empty during the Super Bowl. The owner (judge) realizes that many Super Bowl fans prefer to watch the big game in the comfort of their own homes, but also realizes that the vast majority of them also order take-out from national chains, with chicken wings being the most popular item.

The owner of TAILGATERS (judge) wants you to create a Super Bowl take-out promotion that will combine chicken wings with another menu item that will draw customers to TAILGATERS for their Super Bowl take-out needs. The owner (judge) wants to target fans that are hosting Super Bowl parties, especially those needing large quantities.

The current menu prices at TAILGATERS are as follows:

Chicken Wings: 5/\$5.99, 10/\$9.99, 20/\$15.99

Chips and salsa: \$4.99

French fries: large order \$4.99

Fried cheese sticks: 6/\$4.99

The owner (judge) wants you to develop the TAILGATERS Super Bowl take-out combo, determine pricing for the take-out combo and create an outline for a promotional plan to best announce the take-out combo.

You will present the promotional plan 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 plan 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. 21st Century Skills and 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 TAILGATERS, a locally owned and operated restaurant with one location in a city of 150,000 people. You have asked the general manager (participant) to develop a promotion for the upcoming Super Bowl that will steer customers with take-out orders to TAILGATERS, rather than national chain restaurants.

TAILGATERS has been a staple in the community for over 30 years. The restaurant was the first in the community to offer multiple television sets for patrons to watch sporting events while dining. The TAILGATERS menu is simple, featuring favorites such as: chicken wings, chips and salsa, fried cheese sticks, hamburgers and French fries.

While the restaurant is always busy on Sundays during the regular NFL football season, it is virtually empty during the Super Bowl. You realize that many Super Bowl fans prefer to watch the big game in the comfort of their own homes, but also realize that the vast majority of them also order take-out from national chains, with chicken wings being the most popular item.

You want the general manager (participant) to create a Super Bowl take-out promotion that will combine chicken wings with another menu item that will draw customers to TAILGATERS for their Super Bowl take-out needs. You want to target fans that are hosting Super Bowl parties, especially those needing large quantities.

The current menu prices at TAILGATERS are as follows:

Chicken Wings: 5/\$5.99, 10/\$9.99, 20/\$15.99

Chips and salsa: \$4.99

French fries: large order \$4.99

Fried cheese sticks: 6/\$4.99

You want the general manager (participant) to develop the TAILGATERS Super Bowl take-out combo, determine pricing for the take-out combo and create an outline for a promotional plan to best announce the take-out combo.

The participant will present the plan 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. Should we offer this promotion to customers watching the Super Bowl at our restaurant? Why or why not?
2. Are there other big events we should use this promotion for throughout the year?

Once the general manager (participant) has presented the plan 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.

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 AND FOOD SERVICE
MANAGEMENT SERIES, 2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Promotion**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe the use of technology in the promotion function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify communications channels used in sales promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Develop promotional materials?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors affecting pricing decisions?	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						