



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

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 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 menu items.
2. Sell ideas to others.
3. Explain factors that influence customer/client/business buying behavior.
4. Discuss actions employees can take to achieve the company's desired results.
5. Demonstrate connections between company actions and results.

EVENT SITUATION

You are to assume the role of marketing manager for NATIONAL BLUEBERRY COUNCIL, an organization that promotes, researches and provides information about fresh blueberries and supports blueberry growers. You will be meeting with the CEO of CLAYTON'S (judge), a restaurant chain with 125 locations, to market fresh blueberries as an addition to the chain's menu.

CLAYTON'S is a family restaurant that is open for lunch and dinner every day. The menu consists of classic American fare with six different categories: appetizers, salads, main entrees, side dishes, desserts and beverages. CLAYTON'S is considered inexpensive and provides a low-key setting.

One of the NATIONAL BLUEBERRY COUNCIL'S (NBC) missions is to promote fresh blueberries as a topping, add-in or ingredient in every meal. The NBC has received accolades in its work promoting fresh blueberries to different restaurants that feature breakfast menus, but have not been as successful at getting fresh blueberries in restaurants without a breakfast menu.

The CEO of CLAYTON'S (judge) is open to adding fresh blueberries to the menu as an added ingredient or topping, but is uncertain how the unique ingredient could be best utilized during lunch and/or dinner. The CEO (judge) has asked you to determine ways fresh blueberries could be an added ingredient or a topping in at least two of its menu categories: appetizers, salads, main entrees, side dishes, desserts and beverages.

Once you have chosen two uses for fresh blueberries, the CEO (judge) would like you to decide how the chain and its employees can best market the blueberry items to customers that will result in sales of those items.

You will present the information to the CEO (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the information and have answered the CEO's (judge's) questions, the CEO (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 CEO of CLAYTON'S (judge), a restaurant chain with 125 locations. You will be meeting with the marketing manager for NATIONAL BLUEBERRY COUNCIL (participant), an organization that promotes, researches and provides information about fresh blueberries and supports blueberry growers. The marketing manager (participant) is meeting with you to market fresh blueberries as an addition to the chain's menu.

CLAYTON'S is a family restaurant that is open for lunch and dinner every day. The menu consists of classic American fare with six different categories: appetizers, salads, main entrees, side dishes, desserts and beverages. CLAYTON'S is considered inexpensive and provides a low-key setting.

One of the NATIONAL BLUEBERRY COUNCIL'S (NBC) missions is to promote fresh blueberries as a topping, add-in or ingredient in every meal. The NBC has received accolades in its work promoting fresh blueberries to different restaurants that feature breakfast menus, but have not been as successful at getting fresh blueberries in restaurants without a breakfast menu.

You are open to adding fresh blueberries to the menu as an added ingredient or topping, but are uncertain how the unique ingredient could be best utilized during lunch and/or dinner. You have asked the marketing manager (participant) to determine ways fresh blueberries could be an added ingredient or a topping in at least two of its menu categories: appetizers, salads, main entrees, side dishes, desserts and beverages.

Once the marketing manager (participant) has chosen two uses for fresh blueberries, you would like the marketing manager (participant) to decide how the chain and its employees can best market the blueberry items to customers that will result in sales of those items.

The participant will present the 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. Will your menu ideas be easy for our kitchen staff to prepare, or will extensive training be needed?
2. Do you feel that your menu ideas are year-round or seasonal additions to our menu?
3. What can we offer restaurants to encourage their staff to support the use of fresh berries on the menu?

Once the marketing manager (participant) has presented the information and has answered your questions, you will conclude the role-play by thanking the marketing 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, 2019**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Marketing**

Did the participant:

| | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain menu items? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Sell ideas to others? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain factors that influence customer/client/business buying behavior? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Discuss actions employees can take to achieve the company's desired results? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Demonstrate connections between company actions and results? | 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 | | | | | | |