



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Promotion

HOTEL AND LODGING 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 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. Explain the nature of a promotional plan.
2. Coordinate activities in the promotional mix.
3. Describe the use of technology in the promotion function.
4. Identify communication channels used in sales promotion.
5. Detail two types of marketing materials for the lodging facility.



EVENT SITUATION

You are to assume the role of manager at BROOK HOUSE, a bed and breakfast lodging facility located in the countryside. The owner (judge) has asked you to create a promotion plan that will attract new guests.

Located 45 minutes away from a large metropolitan area, BROOK HOUSE is nestled in the quiet countryside. The ten room bed and breakfast property is located right on Brook River. Known for its relaxing environment, gracious hospitality and attentive service, BROOK HOUSE offers much more than just lodging. Hiking trails surround the rural property and canoes are available for rowing the river; a swimming pool, hot tub and sauna are located on an outdoor patio; an extensive library and regional art displays are in the parlor area of BROOK HOUSE; and every evening guests are invited to attend a cooking class as dinner is prepared. Each room at BROOK HOUSE offers luxurious linens, robes, spectacular views of the countryside, and fresh flowers.

BROOK HOUSE has always received superior reviews and positive critiques, but with people tightening their budgets, the property's occupancy rate has fallen as franchised value hotels' occupancy rates have risen.

The owner of BROOK HOUSE (judge) understands that the \$250 nightly rate is much more expensive than franchise hotels, but also knows that BROOK HOUSE offers much more than other lodging facilities. The owner (judge) has asked you to create a promotional plan for Brook House that will attract new guests to the property.

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 the promotional 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. 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 BROOK HOUSE, a bed and breakfast lodging facility located in the countryside. You have asked the manager (participant) to create a promotion plan that will attract new guests.

Located 45 minutes away from a large metropolitan area, BROOK HOUSE is nestled in the quiet countryside. The ten room bed and breakfast property is located right on Brook River. Known for its relaxing environment, gracious hospitality and attentive service, BROOK HOUSE offers much more than just lodging. Hiking trails surround the rural property and canoes are available for rowing the river; a swimming pool, hot tub and sauna are located on an outdoor patio; an extensive library and regional art displays are in the parlor area of BROOK HOUSE; and every evening guests are invited to attend a cooking class as dinner is prepared. Each room at BROOK HOUSE offers luxurious linens, robes, spectacular views of the countryside, and fresh flowers.

BROOK HOUSE has always received superior reviews and positive critiques, but with people tightening their budgets, the property's occupancy rate has fallen as franchised value hotels' occupancy rates have risen.

You understand that the \$250 nightly rate is much more expensive than franchise hotels, but also know that BROOK HOUSE offers much more than other lodging facilities. You have asked the manager (participant) to create a promotional plan for Brook House that will attract new guests to the property.

The manager (participant) will present the promotion plan 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 his/her ideas.

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

1. Who is the target market of this promotion plan?
2. Other than cheaper prices, what does a franchise hotel offer that we do not?
3. If we lower our price, would we hurt our image?

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

JUDGE'S EVALUATION FORM
HLM
SAMPLE EVENT

DID THE PARTICIPANT:

1. Explain the nature of a promotional plan?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to explain the nature of a promotional plan were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the nature of a promotional plan.

Meets Expectations

12, 13, 14, 15

Effectively explained the nature of a promotional plan.

Exceeds Expectations

16, 17, 18

Very effectively explained the nature of a promotional plan.

2. Coordinate activities in the promotional mix?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to coordinate activities in the promotional mix were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately coordinated activities in the promotional mix.

Meets Expectations

12, 13, 14, 15

Effectively coordinated activities in the promotional mix.

Exceeds Expectations

16, 17, 18

Very effectively coordinated activities in the promotional mix.

3. Describe the use of technology in the promotion function?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to describe the use of technology in the promotion function were weak or incorrect.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately described the use of technology in the promotion function.

Meets Expectations

12, 13, 14, 15

Effectively described the use of technology in the promotion function.

Exceeds Expectations

16, 17, 18

Very effectively described the use of technology in the promotion function.

4. Identify communication channels used in sales promotion?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to identify communication channels used in sales promotion were inadequate or unclear.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately identified communication channels used in sales promotion.

Meets Expectations

12, 13, 14, 15

Effectively identified communication channels used in sales promotion.

Exceeds Expectations

16, 17, 18

Very effectively identified communication channels used in sales promotion.

5. Detail two types of marketing materials for the lodging facility?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to detail two types of marketing materials for the lodging facility were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately detailed two types of marketing materials for the lodging facility.

Meets Expectations

12, 13, 14, 15

Effectively detailed two types of marketing materials for the lodging facility.

Exceeds Expectations

16, 17, 18

Very effectively detailed two types of marketing materials for the lodging facility.

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

Little/No Value

0, 1, 2

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

3, 4, 5

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

6, 7, 8

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____