



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Communication Skills
Promotion

HOSPITALITY SERVICES TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 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), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Employ communication styles appropriate to target audience.
- Write persuasive messages.
- Write informational messages.
- Explain the role of promotion as a marketing function.
- Explain the types of promotion.
- Identify the elements of the promotional mix.

- Explain types of advertising media.

CASE STUDY SITUATION

You are to assume the roles of advertising agents for HORIZON, a new hotel located in a major convention city. The manager (judge) for HORIZON has called upon your team to describe effective promotions to increase hotel occupancy.

HORIZON is a new 300-room hotel located four blocks from the third busiest convention center in the country. The convention center hosts numerous business, student organization, and professional conventions throughout the year. HORIZON is located in a city with an international airport. The hotel provides free shuttle service to and from the airport. The city's convention bureau produces a quarterly newsletter that is sent to 5,000 businesses and professional organizations throughout the world.

The manager (judge) for HORIZON wants to increase the hotel's occupancy rate with business from convention attendees by implementing a promotion plan with an effective message. The manager (judge) of HORIZON has asked your team to write an informational and persuasive message to promote the hotel. Your team has been called upon to explain the types of promotion best suited for the hotel to attract convention business and the cost associated with the different forms of promotion.

Your team must describe the types of advertising media and frequency of promotions that HORIZON should use to increase hotel occupancy. Your presentation must address the following topics:

- target audience
- promotional mix
- advertising media
- promotional frequency

You will present your recommendations to the manager (judge) of HORIZON in a meeting to take place in the manager's (judge's) office. The manager (judge) for HORIZON will begin the meeting by greeting you and asking to hear your ideas. After you have presented your information about promotions and have answered the manager's (judge's) questions, the manager of HORIZON (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of manager for HORIZON, a new hotel located in a major convention city. You have asked advertising agents (participant team) to describe effective promotions to increase hotel occupancy.

HORIZON is a new 300-room hotel located four blocks from the third busiest convention center in the country. The convention center hosts numerous business, student organization, and professional conventions throughout the year. HORIZON is located in a city with an international airport. The hotel provides free shuttle service to and from the airport. The city's convention bureau produces a quarterly newsletter that is sent to 5,000 businesses and professional organizations throughout the world.

You want to increase the hotel's occupancy rate with business from convention attendees by implementing a promotion plan with an effective message. You have asked the advertising agents (participant team) to write an informational and persuasive message to promote the hotel. The advertising agents (participant team) must explain the types of promotion best suited for the hotel to attract convention business and the cost associated with the different forms of promotion.

The advertising agents (participant team) must describe the types of advertising media and frequency of promotions that HORIZON should use to increase hotel occupancy. Their presentation must address the following topics:

- target audience
- promotional mix
- advertising media
- promotional frequency

The advertising agents (participant team) will present their recommendations to you in a meeting to take place in your office. You will begin the meeting by greeting the advertising agents (participant team) and asking to hear their ideas for promotion to increase the hotel occupancy rate.

After the advertising agents (participant team) have presented their promotion strategies, you are to ask the following questions of each participant team:

1. How can HORIZON use the city's convention bureau newsletter for promotion?
2. Why should HORIZON conduct research to determine what groups have booked conventions in the city?
3. Which form of promotion will reach the largest targeted audience for the lowest cost per person?

Once the advertising agents (participant team) have answered your questions, you will conclude the meeting by thanking them for their work. You are not to make any comments after the event is over except to thank the participants.

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.

JUDGE'S EVALUATION FORM
HTDM-2013
STATE EVENT

| PERFORMANCE INDICATORS | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|--|------------------------|---------------------------|---------------------------|-----------------------------|---------------------|
| DID THE PARTICIPANT: | | | | | |
| 1. Employ communication styles appropriate to target audience? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | _____ |
| 2. Write persuasive messages? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | _____ |
| 3. Write informational messages? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | _____ |
| 4. Explain the role of promotion as a marketing function? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | _____ |
| 5. Explain the types of promotion? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | _____ |
| 6. Identify elements in the promotional mix? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | _____ |
| 7. Explain types of advertising media? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | _____ |
| PRESENTATION | | | | | |
| | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
| 8. Clarity of expression | 0-1 | 2-3 | 4 | 5-6 | _____ |
| 9. Organization of ideas | 0-1 | 2-3 | 4 | 5-6 | _____ |
| 10. Showed evidence of mature judgment | 0-1 | 2-3 | 4 | 5-6 | _____ |
| 11. Effective participation of both team members | 0-1 | 2-3 | 4 | 5-6 | _____ |
| 12. Overall impression and responses to the judge's questions | 0-1 | 2-3 | 4 | 5-6 | _____ |
| TOTAL SCORE | | | | | _____ |