



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
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

- Explain the nature of a promotional plan.
- Explain the role of promotion as a marketing function.
- Explain the nature of direct marketing channels.
- Describe the use of technology in the promotion function.
- Explain key factors in building a clientele.
- Explain customer/client/business buying behavior.
- Write persuasive messages.



CASE STUDY SITUATION

You are to assume the roles of directors of marketing for CROSSWIRE INCORPORATED, a company that manages over 1,000 hotel properties across the country. The CEO of the company (judge) has asked you to create a social media promotion plan that will attract international visitors to the company's hotels.

CROSSWIRE INCORPORATED manages hotel properties that are located in all fifty states. There are two types of Crosswire properties: *The Crosswire*, a typical full service hotel that includes restaurants, lounges, swimming pools, concierge service and fitness centers and *Crosswire Limited*, a limited service hotel that only offers guests a swimming pool and small snack bar. There are 600 *Crosswire Limited* located throughout the country, mostly near freeways and interstates and 400 *The Crosswire* properties located in large cities and popular tourist destinations.

The board of tourism has adopted the theme "Discover America" for its international travel campaign. Countries as close as Canada and Mexico and as far away as Japan will be targeted in the campaign. The goal is to boost the tourism and hospitality industries and also the overall economy.

The CEO of CROSSWIRE INCORPORATED (judge) has asked your team to develop a social media promotion plan that will attract international tourists to CROSSWIRE properties. The CEO (judge) feels that if international tourists are engaged via social media there is a much better chance they will stay at a CROSSWIRE property while traveling in our country.

You will present your social media promotional plan to the CEO (judge) in a meeting to take place in the CEO's (judge's) office. The CEO (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your social media promotional plan and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of CEO for CROSSWIRE INCORPORATED, a company that manages over 1,000 hotel properties across the country. You have asked the directors of marketing (participant team) to create a social media promotion plan that will attract international visitors to the company's hotels.

CROSSWIRE INCORPORATED manages hotel properties that are located in all fifty states. There are two types of Crosswire properties: *The Crosswire*, a typical full service hotel that includes restaurants, lounges, swimming pools, concierge service and fitness centers and *Crosswire Limited*, a limited service hotel that only offers guests a swimming pool and small snack bar. There are 600 *Crosswire Limited* located throughout the country, mostly near freeways and interstates and 400 *The Crosswire* properties located in large cities and popular tourist destinations.

The board of tourism has adopted the theme "Discover America" for its international travel campaign. Countries as close as Canada and Mexico and as far away as Japan will be targeted in the campaign. The goal is to boost the tourism and hospitality industries and also the overall economy.

You have asked the directors of marketing (participant team) to develop a social media promotion plan that will attract international tourists to CROSSWIRE properties. You feel that if international tourists are engaged via social media there is a much better chance they will stay at a CROSSWIRE property while traveling in our country.

The directors of marketing (participant team) will present their social media promotional plan to you in a meeting to take place in your office. You will begin the meeting by greeting the directors of marketing (participant team) and asking to hear about their ideas.

After the directors of marketing (participant team) have presented their plan you are to ask the following questions of each participant team:

1. Will your ideas for social media alienate our American followers?
2. Are there any social media platforms that are not appropriate for this promotion?
3. How long do you propose we use this promotion?

Once the directors of marketing (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 present 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.



HOSPITALITY SERVICES TEAM DECISION MAKING, 2015

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015

INSTRUCTIONAL AREA
Promotion

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

		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	
2.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the nature of direct marketing channels?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe the use of technology in the promotion function?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
7.	Write persuasive messages?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	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						