



**OCCUPATIONAL CATEGORY**  
Hotel and Lodging Management Series

**INSTRUCTIONAL AREA**  
Promotion

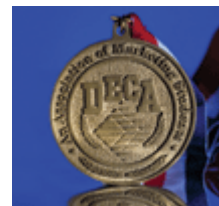
## **PARTICIPANT INSTRUCTIONS**

### **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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

### **PERFORMANCE INDICATORS**

1. Plan strategies for meeting sales quotas.
2. Explain the promotional methods used by hotels/motels.
3. Develop a sales packet for a hospitality industry.
4. Write persuasive messages.
5. Describe the concept of promotion in the hospitality industry.



## EVENT SITUATION

You are to assume the role of the assistant sales manager for the AMBER HOTEL, a large, full-service hotel located in a major city with a population of 500,000 people. The sales manager (judge) has asked you to prepare a presentation that will convince the president of the National Bankers Association to have his organization's annual February conference at your hotel. The sales manager (judge) would like to hear your presentation before you deliver it to the client.

Your hotel has 1,000 guest rooms that were just remodeled last year and conference rooms that can accommodate up to 2,000 people. The hotel is located across the street from the new convention center, the third largest in the country, and it hosts great conferences from April through October. The AMBER is located in a rejuvenated downtown that includes six blocks of upscale retail stores.

The city where the AMBER is located has four distinct seasons during the year. Winter presents a challenge, with average high temperatures during the months of December through March only reaching 28 degrees. The city also receives average snowfall of 136 inches during the winter. Most organizations are hesitant about booking their convention business during the winter due to the harsh weather.

Your city is well equipped for harsh winters. Snow removal equipment clears the streets quickly, and it is rare for the city to shut down due to winter storms. The international airport located in your city has rarely been closed due to bad weather. Enclosed skywalks connect the AMBER to the convention center and major department stores surrounding the hotel. The city has great winter sports, breathtaking scenery, and plenty of restaurants and other venues for entertainment. Normally, your hotel room rates for conventions during April through October are \$219 per night. The hotel occupancy rate during these busy months is 89 percent. During the winter, the hotel's occupancy rate is a dismal 58%. (See the fact sheet below for details.)

As assistant sales manager for the AMBER HOTEL, you will be attending a major trade show with the sales manager (judge) in an effort to convince some of the country's largest conferences to book their business in your city and hotel during the months of November through March. Specifically, the sales manager (judge) has asked you to take the lead in making a presentation to the president of the National Bankers Association. You must propose a package that is too good for prospective clients to refuse while making a good profit.

You will preview your plan with the sales manager (judge) in a role-play to take place in the sales manager's (judge's) office. The sales manager (judge) will begin the role-play by greeting you and asking to hear your presentation. After you have presented your ideas and have answered the sales manager's (judge's) questions, the sales manager (judge) will conclude the role-play by thanking you for your proposal.

<b>AMBER HOTEL FACT SHEET</b>	
1,000 guest rooms	
Room rates during peak convention season (89% occupancy)	\$219 per room
100,000 square feet of convention and banquet space	
Hotel conference rooms to accommodate up to 2,000 people	
Banquet rooms that accommodate up to 2,000 people	
<b>FACTS ABOUT THE CITY WHERE THE AMBER HOTEL IS LOCATED</b>	
Population of city	500,000 people
City has the third largest convention center in the United States	
Amber Hotel is located 2 blocks from the Convention Center	
International Airport with 6 major airlines	
Six blocks of upscale shops and restaurants connected to the Amber Hotel with covered skywalks	
City has a professional basketball and hockey teams/great ice skating	
City receives 136 inches of annual snowfall	
Average temperature during December – March is 28 degrees	
International airport has not closed due to inclement weather for past 15 years	
Background drop for the city is a beautiful mountain range	

## **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 the sales manager for the AMBER HOTEL, a large, full-service hotel located in a major city with a population of 500,000 people. You have asked the assistant sales manager (participant) to prepare a presentation that will convince the president of the National Bankers Association to have his organization's annual February conference at your hotel. You would like to hear the assistant sales manager's (participant's) presentation before it is delivered it to the client.

The AMBER HOTEL, a large full-service hotel located in a major city with a population of 500,000 people, has 1,000 guest rooms that were just remodeled last year and conference rooms that can accommodate up to 2,000 people. The hotel is located across the street from the new convention center, the third largest in the country, and it hosts great conferences from April through October. The AMBER is located in a rejuvenated downtown that includes six blocks of upscale retail stores.

The city where the AMBER is located has four distinct seasons during the year. Winter presents a challenge, with average high temperatures during the months of December through March only reaching 28 degrees. The city also receives average snowfall of 136 inches during the winter. Most organizations are hesitant about booking their convention business here during the winter due to the harsh weather. (See fact sheet.)

The AMBER'S city is well equipped for harsh winters. Snow removal equipment clears the streets quickly, and it is rare for the city to shut down due to winter storms. The international airport

located in the city has rarely been closed due to bad weather. Enclosed skywalks connect the AMBER to the convention center and major department stores surrounding the hotel. The city has great winter sports, breathtaking scenery, and plenty of restaurants and other venues for entertainment. Normally, the hotel room rates for conventions during April through October are \$219 per night. The hotel occupancy rate during these busy months is 89 percent. During the winter, the hotel's occupancy rate is a dismal 58%.

You and the assistant sales manager (participant) for the AMBER HOTEL are attending the same major trade show as the president of the National Bankers Association. You would like the assistant sales manager (participant) to take the lead in convincing the president of the National Bankers Association to book his association's annual conference in your city and hotel in February.

The assistant sales manager (participant) will preview the presentation to you in a role-play to take place in your office. You will begin the role-play by greeting the assistant sales manager (participant) and asking to hear the proposal.

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

1. What is the major reason you will use to convince this potential client to come to our hotel in the winter?
2. Since you are going to speak to the client during a trade show, when is the best time to take him/her aside and where is the best place to make your presentation?

Once the assistant sales manager (participant) has presented the ideas and has answered your questions, you will conclude the role-play by thanking the assistant sales manager (participant) for the presentation.

You are not to make any comments after the event is over except to thank the participant.

<b>AMBER HOTEL FACT SHEET</b>	
1,000 guest rooms	
Room rates during peak convention season (89% occupancy)	\$219 per room
100,000 square feet of convention and banquet space	
Hotel conference rooms to accommodate up to 2,000 people	
Banquet rooms that accommodate up to 2,000 people	
<b>FACTS ABOUT THE CITY WHERE THE AMBER HOTEL IS LOCATED</b>	
Population of city	500,000 people
City has the third largest convention center in the United States	
Amber Hotel is located 2 blocks from the Convention Center	
International Airport with 6 major airlines	
Six blocks of upscale shops and restaurants connected to the Amber Hotel with covered skywalks	
City has a professional basketball and hockey teams/great ice skating	
City receives 136 inches of annual snowfall	
Average temperature during December – March is 28 degrees	
International airport has not closed due to inclement weather for past 15 years	
Background drop for the city is a beautiful mountain range	

## **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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.

## JUDGE'S EVALUATION FORM

### HLM Promotion

#### DID THE PARTICIPANT:

##### 1. Plan strategies for meeting sales quotas?

**Little/No Value****0, 2**

Attempts at planning strategies for meeting sales quotas were inadequate or weak.

**Below Expectations****4, 6, 8**

Adequately planned strategies for meeting sales quotas.

**Meets Expectations****10, 12, 14**

Effectively planned strategies for meeting sales quotas.

**Exceeds Expectations****16, 18**

Very effectively planned strategies for meeting sales quotas.

##### 2. Explain promotional methods used by hotels/motels?

**Little/No Value****0, 2**

Attempts at explaining promotional methods used by hotels/motels were inadequate or weak.

**Below Expectations****4, 6, 8**

Adequately explained promotional methods used by hotels/motels.

**Meets Expectations****10, 12, 14**

Effectively explained promotional methods used by hotels/motels.

**Exceeds Expectations****16, 18**

Very effectively explained promotional methods used by hotels/motels.

##### 3. Develop a sales packet for a hospitality industry?

**Little/No Value****0, 2**

Attempts at developing a sales packet for a hospitality industry were inadequate or weak.

**Below Expectations****4, 6, 8**

Adequately developed a sales packet for a hospitality industry.

**Meets Expectations****10, 12, 14**

Effectively developed a sales packet for a hospitality industry.

**Exceeds Expectations****16, 18**

Very effectively developed a sales packet for a hospitality industry.

##### 4. Write persuasive messages?

**Little/No Value****0, 2**

Attempts at writing persuasive messages were inadequate or unclear.

**Below Expectations****4, 6, 8**

Adequately wrote persuasive messages.

**Meets Expectations****10, 12, 14**

Effectively wrote persuasive messages.

**Exceeds Expectations****16, 18**

Very effectively wrote persuasive messages.

##### 5. Describe the concept of promotion in the hospitality industry?

**Little/No Value****0, 2**

Attempts at describing the concept of promotion in the hospitality industry were inadequate or weak.

**Below Expectations****4, 6, 8**

Adequately described the concept of promotion in the hospitality industry.

**Meets Expectations****10, 12, 14**

Effectively described the concept of promotion in the hospitality industry.

**Exceeds Expectations****16, 18**

Very effectively described the concept of promotion in the hospitality industry.

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

**Little/No Value****0, 1**

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

**Below Expectations****2, 3, 4**

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

**Meets Expectations****5, 6, 7**

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

**Exceeds Expectations****8, 9, 10**

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

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_