



## **OCCUPATIONAL CATEGORY**

Food Marketing  
Management Level

## **INSTRUCTIONAL AREA**

Selling

## **PARTICIPANT INSTRUCTIONS**

### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions including Performance Indicators Evaluated and the 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 meet with a judge to role-play your situation.
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 EVALUATED**

1. Explain the nature of health and sanitation laws affecting food marketing.
2. Persuade others.
3. Describe ethical considerations in providing information.
4. Make oral presentations.
5. Explain the nature of effective communications.

## EVENT SITUATION

You are to assume the role of assistant manager for the RADFORD REGENCY HOTEL. The hotel's general manager (judge) has asked you to prepare a presentation for the press in response to an outbreak of food poisoning.

The RADFORD REGENCY HOTEL is a 733-room, chain-affiliated, first-class facility, located in a medium-sized Midwestern city. The hotel is connected to a 110,000-square-foot Convention Center. In addition to the function space in the convention center, the hotel boasts its own ample function space. The hotel has two restaurants and two lounges.

A food poisoning outbreak has just devastated the hotel. The outbreak occurred during the middle of a major convention when over 800 people were in the hotel and convention center. The outbreak is now being investigated by local Health Department officials. At this time, it is unclear how the outbreak started. However, the symptoms of many of the conventioners appear to resemble an E. coli infection, which is typically caused by food that has been either improperly processed, shipped, stored, or prepared. Four people were sent to the local hospital as a result of the outbreak.

The hotel general manager (judge) has asked you to develop a presentation for press. Your presentation should cover the following:

- What you know so far regarding the outbreak
- What you have done since the outbreak occurred to assure the safety of the guests and customers
- What you have done to assure the safety of the employees
- How the outbreak might be related to an E. coli infection, if at all
- Other necessary details

You will present your plan to the hotel general manager (judge) in a role-play to take place in a small function room of the hotel. The general manager (judge) will begin the role-play by greeting you and asking to hear your presentation. Once you have completed your presentation and have answered the manager's (judge's) questions, the general manager (judge) will conclude the event by thanking you for your work.

Judge's Questions:

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

1. What has been done to assure the safety of the hotel guests?
2. What has been done to assure the safety of the employees?
3. Do you think the outbreak is related to an E-coli infection?
4. How will you make certain that such an outbreak will never happen again?

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## JUDGE'S EVALUATION FORM

### DID THE PARTICIPANT:

#### 1. Explain the nature of health and sanitation laws affecting food marketing?

<b>POOR</b>	<b>FAIR</b>	<b>GOOD</b>	<b>EXCELLENT</b>
<b>0, 2</b> Attempts at explaining the nature of health and sanitation laws were inadequate or unclear.	<b>4, 6, 8</b> Adequately explained the nature of health and sanitation laws.	<b>10, 12, 14</b> Effectively explained the nature of health and sanitation laws.	<b>16, 18</b> Very effectively and thoroughly explained the nature of health and sanitation laws.

#### 2. Persuade others?

<b>POOR</b>	<b>FAIR</b>	<b>GOOD</b>	<b>EXCELLENT</b>
<b>0, 2</b> Attempts to persuade others were inadequate.	<b>4, 6, 8</b> Adequately persuaded others.	<b>10, 12, 14</b> Effectively persuaded others.	<b>16, 18</b> Very effectively persuaded others.

#### 3. Describe ethical considerations in providing information?

<b>POOR</b>	<b>FAIR</b>	<b>GOOD</b>	<b>EXCELLENT</b>
<b>0, 2</b> Description of ethical considerations in providing information was inadequate or incomplete.	<b>4, 6, 8</b> Adequately described ethical considerations in providing information.	<b>10, 12, 14</b> Effectively described ethical considerations in providing information.	<b>16, 18</b> Very effectively described ethical considerations in providing information; related them to the situation.

#### 4. Make oral presentations?

<b>POOR</b>	<b>FAIR</b>	<b>GOOD</b>	<b>EXCELLENT</b>
<b>0, 2</b> Oral presentation was inadequate or incomplete.	<b>4, 6, 8</b> Made an adequate oral presentation.	<b>10, 12, 14</b> Made an effective oral presentation.	<b>16, 18</b> Made a very effective oral presentation that would help in this situation.

#### 5. Explain the nature of effective communications?

<b>POOR</b>	<b>FAIR</b>	<b>GOOD</b>	<b>EXCELLENT</b>
<b>0, 2</b> Attempts at explaining the nature of effective communications were inadequate or unclear.	<b>4, 6, 8</b> Adequately explained the nature of effective communications.	<b>10, 12, 14</b> Effectively explained the nature of effective communications.	<b>16, 18</b> Very effectively explained the nature of effective communications.

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

<b>POOR</b>	<b>FAIR</b>	<b>GOOD</b>	<b>EXCELLENT</b>
<b>0, 1</b> Demonstrated few skills; could not answer the judge's questions.	<b>2, 3, 4</b> Demonstrated limited ability to link skills; answered the judge's questions adequately.	<b>5, 6, 7</b> Demonstrated the specified skills; answered the judge's questions effectively.	<b>8, 9, 10</b> Demonstrated skills confidently and professionally; answered the judge's questions very effectively.

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

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