2023–24 Competitive Events Guidelines
Hospitality & Event Management

FBLA
Future Business Leaders of America

Hospitality & Event Management provides members with the opportunity to gain knowledge in the hospitality management and event planning industries. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Role Play Event
Event Elements: Objective Test and Role Play
Objective Test Time: 50 minutes
Role Play Time: 20-minute preparation time, 7-minute presentation time
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Equipment Provided by Competitors: Pencil for objective test and State role play
Equipment Provided by FBLA: One piece of scratch paper per competitor for objective test; Two notecards and pencils for each competitor and secret problem/scenario for role play

Objective Test & Role Play Competencies

The number of questions per competency is in parentheses.

- Hospitality Marketing Concepts (5)
- Types of Hospitality Markets and Customers (5)
- Hospitality Operation and Management Functions (5)
- Customer Service in the Hospitality Industry (5)
- Human Resource Management in the Hospitality Industry (5)
- Legal Issues, Financial Management, and Budgeting for the Hospitality Industry (4)
- Current Hospitality Industry Trends (4)
- Environmental, Ethical, and Global Issues for the Hospitality Industry (4)
- Hotel Sales Process (5)
- Manage the Strategic Plan for a Meeting or Event (6)
- Project Management (5)

- Manage the Event (4)
- Hospitality Marketing Concepts (5)
- Develop Financial Resources (4)
- Manage the Event Budget (4)
- Human Resources (4)
- Train and Manage Staff and Volunteers (4)
- Manage Stakeholder Relationships (3)
- Design the Program (4)
- Engage Speakers and Performers (3)
- Food and Beverage Sales (3)
- Meeting Design and Layout (5)
- Managing Movement of Attendees (2)
- Event Site Selection and Management (5)
- Marketing the Event (5)
- Communication and Professionalism (5)

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Section

- At the section conference, this event consists only of a 50-minute collaborative objective test.
- Each local chapter may enter **one team of one (1), two (2) or three (3) members**.
- A maximum of the **top six (6) places** from each section will represent their section at the State Leadership Conference.

State

- At the State Leadership Conference, there is:
  - a 50-minute collaborative objective test (preliminary round)
  - and an interactive case study (final round) for the top-8 teams.
- Competitors are required to complete both parts for award eligibility.
- Wild cards cannot be used in these events.
- **The top four (4) places in state competition** will represent California at the National Leadership Conference.
- Middle school members who place in the top four **cannot** compete at the National Leadership Conference, per national guidelines.
- <u>Scoring:</u>
  - <u>Objective Test:</u> The objective test score will be used to determine the top-8 teams and to break ties in the final round.
  - <u>Role Play:</u> Only the role play score will be used to determine the final score. A panel of judges will review the role plays. All decisions of the judges are final.
  - Five points will be deducted if competitors do not follow the dress code. If multiple team members are not in dress code, each team member will receive a five (5) point penalty.
  - Five points may be deducted for each instance of not following guidelines.

California FBLA Guidelines (Section and State)

- <u>Objective Test Guidelines:</u>
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - No reference or study materials may be brought to the testing site.
  - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- <u>Role Play Guidelines:</u>
  - **Preparation Time:** 20 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 8 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario in the hospitality management and event planning industry.
  - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.
  - Finalists may not view other competitors' presentations in their event.
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.
- Bring a pencil to the testing site and the role play final round.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.

- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for an objective test or presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is two rounds: objective test and role play
- Objective Test
    o **Objective Test Time:** 50 minutes
    o **Objective Test Questions:** 100 questions
    o This event is an objective test administered online at the NLC.
    o No reference or study materials may be brought to the testing site.
    o All electronic devices such as cell phones and smart watches must be turned off before competition begins.
    o Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
    o **Preparation Time:** 20 minutes
    o **Presentation Time:** 7 minutes (one-minute warning)
    o **Question & Answer:** None
    o The top 15 scoring teams will advance to the role play final round.
    o The role play will be a problem or scenario in the hospitality management and event planning industry.
    o Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
    o No additional reference materials or props or visuals are allowed.
    o If participating as a team, all team members are expected to actively participate in the role play.

o Role plays are interactive presentations; the judges may ask questions throughout the presentation.

o Role play presentations are not open to conference attendees.

o Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Participants in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned testing or presentation/role play time.

Electronic Devices

- All electronic devices such as cell phones and smart watches must be turned off.

Study Guide: Test Competencies and Tasks

A. Hospitality Marketing Concepts
1. Describe the basic concepts of marketing as they relate to the hospitality industry.
2. Define the seven key marketing functions (Selling, Marketing Information Management, Financing, Pricing, Promotion, Product/Service Management, and Distribution).
3. Define service marketing and how it relates to the hospitality industry.
4. Explain the impact of travel and tourism on the U.S. economy as well as worldwide.
5. Describe various advertising strategies for the hospitality industry.
6. Explain public relations and publicity as they relate to the hospitality industry.
7. Explain the role of demographics as it relates to hospitality management.
8. Describe market segmentation and meeting the needs of various target markets in the hospitality industry.
9. Explain the product and service mix for various types of hospitality businesses.
10. Describe marketing strategies for the hospitality industry.

B. Types of Hospitality Markets and Customers
1. Define the impact that a conference/convention center has on the hospitality industry for a city or region.
2. Describe the latest trends regarding the leisure traveler. (Eco/environmental, etc.)
3. Define the different hotel and motel types.
4. Describe property wide amenities that meet the needs of the different target markets in the hospitality industry.
5. Explain the difference between a full-service and a limited-service hotel.
6. Differentiate needs for various markets in the hospitality industry.
7. Describe financial criteria for different target markets in the hospitality industry.
8. Analyze the importance of long-term hospitality relationships with other major industries and individuals.
9. Describe incentives and rewards for long-term repeat individuals/groups in the hospitality industry.
10. Describe the value of customer feedback in the hospitality industry as it relates to improvement to product and service.

C. Hospitality Operation and Management Functions
1. Select an accounting system using good accounting practices.
2. Describe strategies and procedures for determining room rates and prices in the hotel industry.
3. Collect and interpret financial data to prepare financial statements such as balance sheet, income statement, cash flow projections and summary of sales and receipts.
4. Interpret data from financial statements to develop short- and long-term budgetary plans, to determine point of profitability and viability and to analyze cash flow forecast (i.e., RevPAR)
5. Describe basic purchasing procedures commonly used in the hospitality industry.
6. List different sources of financing available for purchasing a hospitality business.
7. Discuss strategies for increasing occupancy rates.
8. Define occupancy rate and yield management in the hospitality industry.
9. Explain the four basic functions of hospitality management (planning, organizing, implementing, controlling).
10. Describe the importance of planning and forecasting for the hospitality industry.

11. Analyze the importance of having good hospitality personnel to support meetings, events, and lodging for the customer.
12. Explain the importance of strategic planning and synergy for successful management of hospitality events.
13. Describe the leadership characteristics and human relations skills that help managers influence employees to perform at a higher level.

D. Customer Service in the Hospitality Industry
1. Describe in-room hotel amenities and explain why they are important to guests.
2. Describe property wide hotel amenities and explain why they are important to guests.
3. Determine, maintain, and improve the marketing mix (product, price, place and promotion.)
4. Apply strategies for determining and adjusting prices to maximize on return and meet customer's perceptions of value.
5. Develop and deliver effective customer relation skills in order to provide good customer service.
6. Establish effective selling philosophies in order to develop customer loyalty and profitability.
7. Explain typical rating systems used in the lodging business.
8. Conduct research to determine customer needs and wants in the hospitality industry.
9. Gather and evaluate marketing information to make hospitality business decisions.
10. Analyze the characteristics, motivations, and behaviors of hospitality consumers.

E. Human Resource Management in the Hospitality Industry
1. Explain basic activities for front-of-the-house and back-of-the-house operations in a hotel.
2. Identify various types of employee compensation and recognition.
3. Evaluate the effects of employee absenteeism, errors or other negative employee behaviors on business productivity.
4. Plan, develop and implement employee orientation and training programs.
5. Develop an employee recruitment plan designed to identify and hire qualified employees.
6. Describe the salary and fringe benefit package that will attract the best employees to the hospitality industry.
7. Develop a plan for evaluation of employee presentation and productivity.
8. Develop separation, termination and transition procedures for processing employee personnel actions.
9. Plan and manage work schedules and personnel to maximize operations.
10. Describe safe working conditions in the hospitality industry to include OSHA Guidelines.
11. Identify and explore career opportunities to create a professional growth and development plan.
12. Exhibit positive work behaviors and personal qualities to enhance the work environment.
13. Motivate and supervise personnel to achieve completion of projects and company goals.
14. Develop an organizational chart with staffing/human resource plans including job descriptions and recruitment techniques.

15. Identify ways to improve employee morale and customer satisfaction.
16. Identify basic principles of organized labor and describe its influence on the hospitality industry.
17. Explain the impact of equal employment opportunity and affirmative action on the hospitality industry.
18. Identify personal characteristics of effective employees within the hospitality industry.
19. Identify global factors affecting the future of the hospitality workforce.
20. Identify technology and other factors affecting the future hospitality workforce.

F. Legal Issues, Financial Management, and Budgeting for the Hospitality Industry
1. Describe the type of liability insurance needed in the hospitality industry.
2. Describe accommodations that meet ADA standards.
3. Interpret the information found on financial statements in the hospitality industry.
4. Explain the relationship between occupancy rate and budget for a hospitality venue.
5. Explain rack rates, business rates, and leisure rates in the hospitality industry.
6. Demonstrate knowledge of social, ethical and legal issues of the hospitality industry.
7. Explain the legal aspects of contracts in the hospitality industry.
8. Apply legal interpretations to employee situations, retention of records, safety and security issues and financial data.
9. Demonstrate knowledge of consumer protection laws.
10. Develop procedures for the legal review of documents and procedures, such as contracts.
11. Analyze the impact of Federal, State and Local government regulations on the hospitality industry.
12. Implement safety, health, and environmental controls to minimize loss and risk.
13. Identify reasons for liability insurance and disclaimers in the hospitality industry.
14. Analyze the importance of guest security and anonymity in the hospitality industry.

G.   Current Hospitality Industry Trends
1. Describe the impact of technology on the reservation business/process.
2. Describe the latest trends and technologies affecting business travelers.
3. Describe the latest trends affecting leisure.
4. Describe how advances in technology allow the hospitality industry to keep up-to-date customer records.
5. Explain hospitality industry processes for the collection of customer database information.
6. Describe advances in technology that benefit hotel guests. The latest technology available to hotel guests.

H. Environmental, Ethical, and Global Issues for the Hospitality Industry
1. Identify factors that encourage influence global tourism.
2. Explain special considerations for international travelers. ADA?
3. Describe the importance of global travel.
4. Apply ethical conduct in dealing with international business transactions.
5. Describe environmentally sound practices regarding guests in the hospitality industry.
6. Describe environmentally sound practices for hospitality industry properties.

7. Exhibit ethical and legal social behaviors when using information and technology in the hospitality industry and discuss the consequences of misuse.
8. Apply a professional code of ethics to a workplace problem or issue.
9. Explain the relationship of business ethics to product/service management.
10. Describe the role of ethics and social responsibility on decision making in the hospitality industry.
11. Explain lodging and tourism taxes imposed by states, and counties.
12. Identify current laws and regulations that impact the hospitality industry.
13. Explain the ripple direct and indirect effect of tourism dollars.
14. Demonstrate the economic impact of tourism on a state's economy.
15. Explain the economic role played by the hospitality industry in satisfying customer needs and wants in a free enterprise system.
16. Explain the importance of monitoring economic trends in the hospitality industry as it relates to sales strategies for different economic cycles.

I. Hotel Sales Process
1. Explain strategies for increasing sales in the hospitality industry as it relates to rooms, commodities, attractions etc.
2. Describe the impact of internet sales on the hospitality industry.
3. Identify markets for potential group sales.
4. List sales strategies for event marketing as it relates to business.
5. List sales strategies as it relates to leisure/industrial customers.
6. Apply the steps of the sales process in the hospitality industry.
7. Describe different sales promotions used in the lodging industry.
8. Identify successful strategies for the hospitality industry that are designed to generate repeat business.
9. Explain how sales efforts are tied to personal service.
10. Identify characteristics of an effective salesperson as it relates to the sale, communication after the sale and follow-up in the hospitality industry.
11. Identify customer prospecting strategies for the hospitality industry.
12. Describe elements of the hospitality sales contract.
13. Describe effective strategies for servicing hospitality meetings and hotel individual guests.
14. Describe sales strategies for economic downturns.

J. Manage the Strategic Plan for a Meeting or Event
1. Develop a mission statement to specify the purpose, philosophy, and target markets for the event.
2. Create goal statements to specify how the event will achieve its mission.
3. Work with, communicate, and understand the event stakeholder goals.
4. Conduct surveys or evaluations to improve future events.
5. Understand the value of networking with resource people involved with previous hosting and event organization committees.
6. Develop a profile of potential attendees.
7. Identify the planning cycle, sponsorship opportunities, human resources needs, and marketing for an event.
8. Compile financial information using balance sheets, income statements, cash flow statements, and break-even analysis.
9. Compare the meeting event progress to the mission statement, goals, and objectives.

10. Monitor cash flow to determine financial standing.
11. List professional assistance available for financial management of an event.
12. Review evaluations and feedback from previous events.
13. Determine short- and long-term impacts of events.
14. Comply with legislation (environmental, local zoning, human rights, health, and safety, labor).
15. Integrate environmental awareness into meeting or event management.
16. Apply conservation practices (reduce energy, reduce water consumption, minimize pollution.
17. Measure the value of a business or entertainment event.
18. Develop an event evaluation plan.
19. Collect and understand critical benchmarks for an event.
20. Evaluate collected event information success or failure.
21. Develop a summary report to evaluate the event and plan for future events.
22. Explain a risk management strategy for event management.
23. Identify risk associated with events that require insurance.
24. Prepare risk management strategies for events.

K. Project Management
1. Develop a project plan for an event.
2. Identify target markets, event planning tools (Gantt chart, software, etc.), stakeholder requirements, and processes to deliver the event.
3. Review previous event plans.
4. Identify financial, material, and staff resources available for an event.
5. Develop a theme, marketing plan, and public relations plan for an event.
6. Explain branding for an event.
7. Determine event stakeholders' expectations.
8. Explain the brainstorming process for developing an event.
9. Select cost effective strategies to carry out events.
10. Identify specific, realistic, measurable and achievable tasks and phases required to meet event objectives.
11. Develop an integrated communication plan for an event.
12. Explain data collection and reporting procedures for events.
13. Design event participant evaluation forms and use the feedback to improve future events.

L. Manage the Event
1. Identify specific tasks and projects required to achieve the mission, goals, and objectives of an event.
2. Prioritize tasks and projects required for an event.
3. Set critical event timelines.
4. Delegate tasks to specific individuals or groups based on skills or areas of expertise.
5. Explain key elements of event contracts.
6. Negotiate contracts that are beneficial for all parties involved.
7. Develop a sequence of activities for an event.
8. Implement risk management techniques and strategies to minimize disruption to event attendees.
9. Explain all event procedures to personnel working the event.
10. Maintain flow/sequence of activities during and event.

M. Hospitality Marketing Concepts
1. Explain risk management for an event.
2. Identify risks associated with an event.
3. Determine scope and nature of legal, ethical, and regulatory obligations associated with an event.
4. Describe insurance needed to cover an event.
5. Determine what is exposed to damage, loss or liability (property, persons, cash, reputation, environment)
6. Describe unexpected events.
7. Define risk management for an event.
8. List options to cover event risks.
9. Identify health and safety requirements associated with an event.
10. Establish risk management policies and procedures.
11. Develop emergency response plans.
12. Explain the need for law enforcement security at an event.

N. Develop Financial Resources
1. Explain the sponsorship process for an event.
2. Describe sponsorship levels.
3. Gain support of key stakeholders for the proposed sponsorship arrangements.
4. Identify potential sponsors.
5. Explain sponsor benefit packages.
6. Explain the importance of maintaining relationships with sponsors.
7. Manage contractual fulfillment by event sponsors
8. Identify potential donors and donor opportunities.
9. Determine the need for donor recognition.
10. Describe the procedure for soliciting donors.
11. Manage the event registration process.

O. Manage the Event Budget
1. Develop budget categories and format.
2. Determine potential sources of revenue 9grants, sponsorships, registration, exhibitor fees).
3. Allocate budget amounts for event activities.
4. Establish a contingency plan and funds for the events.
5. Specify fixed and variable costs for an event.
6. Determine profit requirements for an event.
7. Collect and analyze information related to current market conditions.
8. Explain cash flow requirements for an event.
9. Explain why budgets must be reviewed and adjusted.
10. Revise or reallocate funds to cover unexpected expenditures or revenues.
11. Describe security procedures for handling cash at an event.
12. Communicate policies and procedures to staff and volunteers for an event to prevent theft.

P. Human Resources
1. Develop selection process for staff.
2. Describe employment conditions.
3. Explain a job description and job requirements.
4. Explain the methods to recruit target groups.
5. Evaluate and adjust the interview process to select the best employees.

6. Understand labor laws.
7. Use effective interview protocols.
8. Explain the reference check for potential employees.
9. Communicate with all individuals who apply for a position.
10. Select and retain the best employees.

Q. Train and Manage Staff and Volunteers
1. Describe employee orientation.
2. Develop an employee training program.
3. Assess employee training needs.
4. Describe orientation and employee training procedures.
5. List the best strategies for delivering employee training.
6. Determine successful training results.
7. Create a job description.
8. Describe strategies to motivate employees and volunteers.
9. Design strategies to maximize employee and volunteer retention.
10. Define the purpose of the event management team.
11. Determine presentation indicators to evaluate employee presentation.
12. Design exit interviews to determine the reason for employee turnover.

R. Manage Stakeholder Relationships
1. Identify internal and external event stakeholders.
2. Describe the desired impact of an event.
3. Prioritize stakeholders according to power, influence, and interest.
4. Recognize and integrate varied interests and goals of stakeholders.
5. Develop a code of ethics including customer rights.
6. Determine the best channels of communication for stakeholders.
7. Monitor activities, products, and services offered by competitors.
8. Ensure staff understands expectations of stakeholders.

S. Design the Program
1. Create a mission statement, goals, and objectives for an event.
2. Determine program components for the event.
3. Evaluate previous year's event.
4. Identify the desired program components (speakers, entertainment, attractions, activities, etc.)
5. Communicate event needs with speakers and entertainers.
6. Match program format and outcomes to stakeholder objectives.
7. Determine location and duration requirements for each event component.
8. Create a program agenda.
9. Assign agenda items to appropriate staff.
10. Create agenda contingency plans.

T. Engage Speakers and Performers
1. Determine the role of speakers and performers for an event.
2. Match the speakers and performers to audience demographics.
3. Create the speaker/performer contract.
4. Communicate event expectations to the speaker/performer.
5. Determine the logistics for the speaker/performer at the event.

U. Food and Beverage Sales
1. Determine food and beverage service requirements.
2. Offer menus that meet the customer's dietary and budgetary needs.

3. Plan the appropriate food service style.
4. Select food and beverage providers.
5. Follow rules regarding alcohol sales, group size, security requirements.
6. Identify room set up.
7. Address liability and insurance requirements.

V. Meeting Design and Layout
1. Establish functional requirements for the event.
2. Select décor and furnishings for the event.
3. Coordinate meeting or event signage.
4. Determine requirements for staging and technical equipment.
5. Describe the role of meeting set-up companies.
6. Install staging and technical equipment.
7. Manage and oversee technical production operation.

W. Managing Movement of Attendees
1. Develop admittance credential systems.
2. Select crowd management techniques.
3. Understand event protocol (titles, invitations, reception room, seating arrangements, introductions, security).

X. Event Site Selection and Management
1. Determine site specifications.
2. Identify and inspect sites.
3. Design the site layout.
4. Create logistics action plan for site set-up and take-down.
5. Set up the site.
6. Monitor the site during the event.
7. Take down the site.

Y. Marketing the Event
1. Conduct a situational analysis.
2. Define target market segments.
3. Develop branding for an event.
4. Select marketing distribution channels.
5. Develop an integrated marketing strategy for the event.
6. Implement the marketing plan.
7. Determine needed marketing materials for an event.
8. Develop content and design parameters for an event.
9. Produce marketing materials for an event.
10. Develop the advertising plan for an event.
11. Coordinate sales promotions for events.
12. Tie the event to a public relations campaign.
13. Develop a media relations plan for an event.
14. Develop the sales plan for the event.
15. Conduct sales activities.
16. Determine different sales platforms for events.

Z. Communication and Professionalism
1. Define the effective elements of communication.
2. Establish lines of communication for effective events.
3. Define communication procedures and protocols.
4. Communicate verbally and in writing.

5. Use communication tools/equipment effectively.
6. Make effective presentations.
7. Plan and conduct meetings.
8. Establish and conduct business relationships.
9. Project a professional image.
10. Describe effective leadership.
11. Demonstrate ethical behavior.
12. Work effectively in a diverse environment.
13. Define time management.
14. List stress management techniques.
15. Identify issues and assess time constraints.
16. Identify and investigate problems.
17. Participate in professional development activities.

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Hospitality & Event Management Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Manage strategic plan / hospitality marketing concepts / markets & customers / operation & management / customer service / human resources / hotel sales / project management / financial resources / meeting design & layout / site selection & management / marketing / communication & professionalism / legal issues, financial management & budgeting / current trends / environmental, ethical, & global issues / train & manage staff & volunteers / design the program / manage stakeholder relationships / engage speakers & performers / food & beverage sales / management movement of attendees	*No competencies demonstrated*	*One or two competencies are demonstrated*	*Three competencies are demonstrated*	*Four or more competencies are demonstrated*	
	0 points	1-9 points	10-16 points	17-20 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments: