



RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT

RFSM-26
ICDC Preliminary 1

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Product/Service Management

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the relationship between promotion and brand.
- Explain the nature of corporate branding.
- Describe foodservice branding strategies.
- Communicate core values of product/service.
- Explain factors that influence customer selection of food places and menu items.

EVENT SITUATION

You are to assume the role of the director of marketing communications for BRAVO BRANDS, a hospitality company that owns two restaurant chains. The vice president (judge) wants you to replicate a social media campaign that became a viral success for a second restaurant chain.

BRAVO BRANDS owns two full-service restaurant chains, PEPPERS and LITTLE ROMA. PEPPERS is a family restaurant that serves American fare such as burgers, salads, sandwiches and tacos. PEPPERS' prices are affordable and the chain offers a loyalty program that offers members a free appetizer each visit. LITTLE ROMA, a more upscale restaurant chain, features Italian-inspired cuisine. While LITTLE ROMA is not considered fine dining, the higher menu prices result in an older, more affluent clientele.

Last year, the marketing team developed a social media campaign for TikTok that featured young college-aged adults enjoying meals at PEPPERS. The content featured the hashtag #PullinForPeppers and showcased the tremendous cheese pulls of PEPPERS' various menu items: mozzarella sticks, cheeseburgers and grilled cheese sandwiches. This led to user-generated content with the hashtag of #PullinForPeppers with PEPPERS diners experiencing and documenting their own cheese pulls. The viral success gave PEPPERS a huge boost in revenue and social media exposure.

The vice president of BRAVO (judge) wants you to replicate the success of the #PullinForPeppers campaign for LITTLE ROMA. The vice president (judge) wants the focus of the social media campaign to be more fitting for the LITTLE ROMA brand and clientele but hopes your ideas will also provide a boost in revenue and social media exposure.

You will present your ideas to the vice president (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president's (judge's) questions, the vice president (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the vice president for BRAVO BRANDS, a hospitality company that owns two restaurant chains. You want the director of marketing communications (participant) to replicate a social media campaign that became a viral success for a second restaurant chain.

BRAVO BRANDS owns two full-service restaurant chains, PEPPERS and LITTLE ROMA. PEPPERS is a family restaurant that serves American fare such as burgers, salads, sandwiches and tacos. PEPPERS' prices are affordable and the chain offers a loyalty program that offers members a free appetizer each visit. LITTLE ROMA, a more upscale restaurant chain, features Italian-inspired cuisine. While LITTLE ROMA is not considered fine dining, the higher menu prices result in an older, more affluent clientele.

Last year, the marketing team developed a social media campaign for TikTok that featured young college-aged adults enjoying meals at PEPPERS. The content featured the hashtag #PullinForPeppers and showcased the tremendous cheese pulls of PEPPERS' various menu items: mozzarella sticks, cheeseburgers and grilled cheese sandwiches. This led to user-generated content with the hashtag of #PullinForPeppers with PEPPERS diners experiencing and documenting their own cheese pulls. The viral success gave PEPPERS a huge boost in revenue and social media exposure.

You want the director of marketing communications (participant) to replicate the success of the #PullinForPeppers campaign for LITTLE ROMA. You want the focus of the social media campaign to be more fitting for the LITTLE ROMA brand and clientele but hope the director of marketing communications' (participant's) ideas will also provide a boost in revenue and social media exposure.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

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

1. Explain how the social media platform you chose is the best fit for the demographic.
2. Could this social media campaign be used in traditional advertising?

Once the director of marketing communications (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing communications (participant) for the work.

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

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES – 2026

JUDGE'S EVALUATION FORM ICDC PRELIMINARY EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Product/Service Management

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the relationship between promotion and brand.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the nature of corporate branding.	0-1-2-3	4-5-6	7-8-9	10	
3.	Describe foodservice branding strategies.	0-1-2-3	4-5-6	7-8-9	10	
4.	Communicate core values of product/service.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain factors that influence customer selection of food places and menu items.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						