



MARKETING COMMUNICATIONS SERIES EVENT

MCS-26
Association Event 2

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Communications

INSTRUCTIONAL AREA
Promotion

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

- Describe the use of crisis management in public relations.
- Discuss internal and external audiences for public-relations activities.
- Explain communications channels used in public-relations activities.
- Reinforce service orientation through communication.
- Build trust in relationships.

EVENT SITUATION

You are to assume the role of the communications manager for HOTEL INFINITY, a beachfront hotel property popular among tourists. The general manager (judge) wants you to develop public relations communications to address a crisis at the property.

HOTEL INFINITY boasts 300 guest rooms, a private beach, swimming pools and multiple restaurants. The hotel's reputation for comfort and relaxation is central to its marketing and brand identity. The property has many guests that return year after year for vacations, along with a large number of new clientele.

After several guests and staff reported stomach illnesses, local health officials discovered traces of bacteria in the hotel's water system, likely due to a recent pipe maintenance issue. News quickly spread on local television and on social media platforms with the headline, "Guests sickened at Luxury Hotel." Within a day, the story began to trend and cancellations started to pour in.

Management worked closely with local health authorities and corrective actions were immediately taken. HOTEL INFINITY offered medical reimbursement for all guests and staff affected, guest stays were compensated and the affected guests were offered complimentary stays for future visits. HOTEL INFINITY also set up a hotline for inquiries for guests and staff.

Now that the affected guests have recovered and the water system issue has been resolved, the general manager (judge) has asked you to develop public relations communications to address the crisis at the property to the public.

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the general manager for HOTEL INFINITY, a beachfront hotel property popular among tourists. You want the communications manager (participant) to develop public relations communications to address a crisis at the property.

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Now that the affected guests have recovered and the water system issue has been resolved, you have asked the communications manager (participant) to develop public relations communications to address the crisis at the property to the public.

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. How can we control what our employees say about the crisis?
2. How could we attempt to win back the customers that cancelled reservations?

Once the communications manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the communications manager (participant) 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.



MARKETING COMMUNICATIONS SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Promotion

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the use of crisis management in public relations.	0-1-2-3	4-5-6	7-8-9	10	
2.	Discuss internal and external audiences for public-relations activities.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain communications channels used in public-relations activities.	0-1-2-3	4-5-6	7-8-9	10	
4.	Reinforce service orientation through communication.	0-1-2-3	4-5-6	7-8-9	10	
5.	Build trust in relationships.	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						