

Hospitality and Event Management



FBLA High School Competitive Events Guidelines

2022–2023

Case Study Events

Overview

These events consist of a case study. In many cases, these events consist of two parts: an objective test and an interactive case study. A 60-minute objective test will be administered on-site at the NLC. Team competitors will take the test individually and team scores will be averaged. Please check specific event guidelines to determine whether or not the event has an objective test.

Eligibility

Each state may submit up to four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

Finals

Case study events with an objective test: The top fifteen scoring individuals/teams advance to the final round.

Case study event that do not have an objective test: Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Banking & Financial Systems
Business Management
Client Service
Entrepreneurship
Help Desk
Hospitality & Event Management
Impromptu Speaking
International Business
Introduction to Event Planning
Management Information Systems
Marketing
Network Design
Parliamentary Procedure
Sports & Entertainment Management

Hospitality & Event Management

Event Type: I or T

Equipment Setup Time: N/A

Prep Time: 20 minutes

Performance Time: 7 minutes

Warning Time: 6 minutes

Time Up: 7 minutes

Q&A: N/A

Objective Test Competencies

- Manage the strategic plan for a meeting or event
- Hospitality marketing concepts
- Types of hospitality markets and customers
- Hospitality operation and management functions
- Customer service in the hospitality industry
- Human resource management in the hospitality industry
- Hotel sales process
- Project management
- Develop financial resources
- Meeting design and layout
- Event site selection and management
- Marketing the event
- Communication and professionalism
- Legal issues, financial management, and budgeting for the hospitality industry
- Current hospitality industry trends
- Environmental, ethical, and global issues for the hospitality industry
- Manage the event
- Develop financial resources
- Manage the event budget
- Human resources
- Train and manage staff and volunteers
- Design the program
- Manage stakeholder relationships
- Engage speakers and performers

- Food and beverage sales
- Managing movement of attendees

Case Overview

A scenario in the hospitality management and event planning industry.

Performance Guidelines—Final Round

- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- If participating as a team, all team members are expected to actively participate in the role play.
- All questions raised in the case must be addressed during the role play.
- Turn off all electronic devices.
- Objective test scores will be used to break a tie.
- Performances are not open to conference attendees.

Hospitality & Event Management (CONT.)

Objective Test Guidelines

- Team members will test individually and team scores will be averaged.
- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators will be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

Penalty Points Deducted by Judges

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for each instance of not following guidelines.

FBLA Hospitality & Event Management Test Study Guide

Competency A: Hospitality Marketing Concepts	
Task / Skill	5%
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.	
Competency B: Types of Hospitality Markets and Customers	
Task / Skill	5%
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.	

FBLA Hospitality & Event Management Test Study Guide

Competency C: Hospitality Operation and Management Functions	
Task / Skill	5%
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.	
Competency D: Customer Service in the Hospitality Industry	
Task / Skill	5%
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.	
9. Analyze the characteristics, motivations, and behaviors of hospitality consumers.	

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Competency E: Human Resource Management in the Hospitality Industry	
Task / Skill	5%
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 performance 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.	

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Competency F: Legal Issues, Financial Management, and Budgeting for the Hospitality Industry	
Task / Skill	4%
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.	
Competency G: Current Hospitality Industry Trends	
Task / Skill	4%
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.	

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Competency H: Environmental, Ethical, and Global Issues for the Hospitality Industry	
Task / Skill	4%
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.	
Competency I: Hotel Sales Process	
Task / Skill	5%
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.	

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Competency J: Manage the Strategic Plan for a Meeting or Event	
Task / Skill	6%
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.	
Competency K: Project Management	
Task / Skill	5%
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.	

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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.	
Competency L: Manage the Event	
Task / Skill	4%
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.	
Competency M: Hospitality Marketing Concepts	Minimum: 12
Task / Skill	5%
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.	
Competency N: Develop Financial Resources	
Task / Skill	4%
1. Explain the sponsorship process for an event.	
2. Describe sponsorship levels.	
3. Gain support of key stakeholders for the proposed sponsorship arrangements.	

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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.	
Competency O: Manage the Event Budget	
Task / Skill	4%
1. Develop budget categories and format.	
2. Determine potential sources of revenue (grants, 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.	
Competency P: Human Resources	
Task / Skill	4%
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.	
Competency Q: Train and Manage Staff and Volunteers	
Task / Skill	4%
1. Describe employee orientation.	
2. Develop an employee training program.	
3. Assess employee training needs.	
4. Describe orientation and employee training procedures.	

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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 performance indicators to evaluate employee performance.	
12. Design exit interviews to determine the reason for employee turnover.	
Competency R: Manage Stakeholder Relationships	
Task / Skill	3%
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.	
Competency S: Design the Program	
Task / Skill	4%
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.	
Competency T: Engage Speakers and Performers	
Task / Skill	3%
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.	
Competency U: Food and Beverage Sales	
Task / Skill	3%
1. Determine food and beverage service requirements.	
2. Offer menus that meet the customer's dietary and budgetary needs.	

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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.	

Competency V: Meeting Design and Layout	
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Task / Skill	5%
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.	

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

Competency X: Event Site Selection and Management	
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Task / Skill	5%
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.	

A: Hospitality Marketing Concepts	
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Task / Skill	
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.	

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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.	
Competency Y: Marketing the Event	
Task / Skill	5%
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.	
Competency Z: Communication and Professionalism	
Task / Skill	5%
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.	

FBLA Hospitality & Event Management

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<https://smallbusiness.chron.com/competencies-hospitality-industry-13466.html>

Katherine Cheng, Houston Event Planning/Signature Manor, one of the top event planners in Houston, Texas, interview, July 13, 2020

Allison Wen, Safari Texas Ballroom, one of the top event planners in Houston, Texas, interview, July 14, 2020.

HOSPITALITY & EVENT MANAGEMENT SAMPLE TEST QUESTIONS

- 1) Relationship building in the hospitality and event management industry is referred to as _____.
 - A) comradery
 - B) professional networking
 - C) monitoring
 - D) branding

- 2) The marketing mix _____.
 - A) involves location, selling, manufacturing, and services
 - B) is the same for every type of hotel or restaurant
 - C) involves a delicate balance of the seven marketing functions
 - D) combines product, price, promotion, and distribution

- 3) SMERF attendees have a large proportion of attendees who prefer _____.
 - A) double rooms
 - B) executive rooms
 - C) rack rate rooms
 - D) single rooms

- 4) Estimation of type, quantity and quality of future sales is referred to as _____.
 - A) sales forecasting
 - B) polling
 - C) estimation
 - D) the futures market

- 5) Which type of sales close involves the salesperson telling the prospective customer about what another indecisive customer did?
 - A) loss close
 - B) story close
 - C) sum-up close
 - D) alternative close

- 6) The hotel position associated with front of the house is the _____.
 - A) hotel check in/out desk
 - B) accounting department
 - C) maintenance
 - D) housekeeping

- 7) Salespeople responsible for group business within assigned market segments are _____.
- A) reservationists
 - B) sales managers
 - C) senior sales managers
 - D) transient sales managers
- 8) Successful events are enhanced by planners who develop a _____ for success.
- A) blueprint
 - B) mission statement
 - C) budget
 - D) guarantee
- 9) Estimated attendance, duration of the event, budget, and venue capacity are parts of event _____.
- A) management
 - B) stages
 - C) logistics
 - D) brainstorming
- 10) Effective leaders have a game plan for success. This characteristic is best described as _____.
- A) leader by example
 - B) responsible
 - C) a team player
 - D) goal oriented
- 11) The _____ rate is the price printed on the hotel door.
- A) standard
 - B) rack
 - C) group
 - D) discounted
- 12) Dramatically upgraded services and amenities _____.
- A) are available only in full-service hotels
 - B) rarely return the investment made on them
 - C) usually indicate an older lodging facility
 - D) are a growing trend in all forms of the hospitality industry

- 13) John is an employee at a major hotel that has a friends and family rate offered to John and his direct family members. John has told all of his friends that they are eligible for the special hotel rates. John has demonstrated _____.
- A) a lapse of ethics
 - B) the sound use of a fringe benefit
 - C) great public relations for the hotel
 - D) ethical behavior
- 14) A major university football team has a record 380-game sold-out stadium. Revenue from ticket sales for the 90,000-seat stadium is \$5.85 million per game. The \$5.85 million represents a _____.
- A) fixed income
 - B) variable expense
 - C) fixed expense
 - D) variable income
- 15) The first step for hiring event employees is _____.
- A) planning the employee recruiting strategy
 - B) creating a checklist for hiring an employee
 - C) advertising the position online
 - D) defining the job

- 1) B
- 2) D
- 3) A
- 4) A
- 5) B
- 6) A
- 7) B
- 8) A
- 9) C
- 10) D
- 11) B
- 12) D
- 13) A
- 14) A
- 15) D

HOSPITALITY & EVENT MANAGEMENT SAMPLE CASE STUDY

PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive, and the judges will ask questions throughout the presentation. You are a team of sales and event management specialists at a large, national chain's flagship hotel in the Mid-Atlantic Region of the United States.
4. Each team member will be given two note cards. Note cards will be collected following the presentation.
5. All team members must participate in the presentation as well as answer the questions posed by the judges. Cover all the points described in the case.

PERFORMANCE INDICATORS

- Outline a strategy for effective communication.
- Demonstrate a customer service attitude.
- Define the types of room rates in a hotel.
- Describe the latest trends and technologies affecting business travelers.
- Describe services offered by hotel personnel.
- Explain special considerations for international guests in the hospitality industry.

SAMPLE CASE STUDY SITUATION

You are a team of sales and event management specialists at a large, national chain's flagship hotel in the Mid-Atlantic Region of the United States. The flagship hotel is an 800-room facility, complete with large-scale conference and banquet facilities that can accommodate up to 3000 people. The mixed-use facility has been predominantly used for trade shows, conferences, and parties. Themed weddings have become the leading revenue source. Unlike traditional weddings, themed weddings require more planning and time to set up. A typical themed wedding can be three to four times the cost of a traditional wedding, making it highly profitable for the event planning company.

The event facility is located in the suburbs of a large, metropolitan Mid-Atlantic city, less than 25 miles from city center and all major attractions. The location, known for its rich history and entertainment value, is a favorite tourist destination. The sales team works year-round and the event management team ranges between eight to twelve members seasonally. The busiest months for the event planning company are May, June, September, and October. January, February, and March are the slowest months for the event planning company.

Your challenge is to organize a themed wedding event for the bride and groom who live in Canada but will be moving to the city after their wedding. The event will begin on a Wednesday and go through Sunday with events planned each day for out-of-town visitors attending the Saturday afternoon wedding. You will meet with the couple and their family members who will be visiting the area on vacation to view the facilities while there. Due to the limited time to meet with the clients, your team will need to develop a preliminary plan of action for the wedding and create a list of questions that will help your team plan a spectacular, memorable themed wedding.

Your team has the option of doing in-house and out-of-house activities for the week prior to the event with the wedding itself being held at the facility on Saturday evening. Be sure to consider the excursions for out-of-town guests and value added options for planned activities. Your team will need to consider the logistics for registrations, check-in/out, group reservations, and transportation when presenting to the clients. You must address the following in your presentation:

- The scenario and the scope involved.
- Effective solutions for meeting the customer's needs.

Propose a schedule for the clients that will include future meetings and types of products/services to be provided.

HIGH SCHOOL - HOSPITALITY & EVENT MANAGEMENT

Performance Rating Sheet

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	1-5	○	6-10	○	11-15	○		
Demonstrates understanding of the case study and defines problem(s) to be solved	No description or case study synopsis provided no problems defined		Describes and provides case study synopsis OR defines the problem(s)		Describes and provides case study synopsis AND defines the problem(s)		Demonstrates expertise of case study synopsis AND definition of the problem(s)			
	0	○	1-5	○	6-10	○	11-15	○		
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	○	1-7	○	8-14	○	15-20	○		
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	○	1-7	○	8-14	○	15-20	○		
Demonstrates knowledge and understanding of the event competencies: Manage strategic plan/hospitality marketing concepts/hospitality markets and customers/operation and management/customer service/human resource management/hotel sales process/project management/financial resources/meeting design and layout/event site selection and management/marketing the event/communication and professionalism/legal issues, financial management, and budgeting/current trends/environmental, ethical, and global issues/manage the event/develop financial resources/manage event budget/human resources/train and manage staff and volunteers/design the program/ manage stakeholder relationships/engage speakers and performers/food and beverage sales/managing movement of attendees	No competencies demonstrated		One or two competencies are demonstrated		Three competencies are demonstrated		Four or more competencies are demonstrated			
	0	○	1-7	○	8-14	○	15-20	○		

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence; statements were well organized			
	0	<input type="radio"/>	1-3	<input type="radio"/>	4-7	<input type="radio"/>	8-10	<input type="radio"/>		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	<input type="radio"/>	1-2	<input type="radio"/>	3-4	<input type="radio"/>	5	<input type="radio"/>		
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	<input type="radio"/>	1-3	<input type="radio"/>	4-7	<input type="radio"/>	8-10	<input type="radio"/>		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Dress Code not followed	-5	<input type="radio"/>	Deduct 5 points for each instance of guidelines not being followed	-_____	<input type="radio"/>	Total Penalty	-_____	
							Grand Total	
							Objective Test Score (to be used in the event of a tie)	

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____

General Competitive Events Guidelines

The general event guidelines below are applicable to all FBLA High School national competitive events. Please review and follow these guidelines when competing at the national level. When competing at the state level, check the state guidelines since they may differ.

All members and advisers are responsible for reading and following competitive event guidelines.

Eligibility

- **Dues:** Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Each state may submit four entries in all events.
- Each competitor can only compete in one individual/team event and one chapter event.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of two or three members. The exception is Parliamentary Procedure, which must be a team of four or five members.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. **PLEASE NOTE** that competitive events start in the morning before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.
- Picture identification (drivers' license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.

General Competitive Events Guidelines

Repeat Competitors

- **Members** may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event. This eliminates the exceptions for team events that were previously in place, as this change will now affect all events.
- **Modified Events:** A competitor may compete in the same event when the event is modified, regardless of placement at a National Leadership Conference. Note, if the only modification is a name change, competitors may not compete in the renamed event if they have previously placed in the top ten at the National Leadership Conference.
- **Chapter Events:** Competitors may compete in a chapter event as many times as they wish, regardless of placement at a previous National Leadership Conference (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).
- **Pilot Event:** Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed to determine the winner.
- **Objective and Production Tests:** The production test scores will be used to break a tie.
- **Objective Tests and Performances:** The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- **Reports/Projects and Performances:** The report/project scores will be used to break a tie.
- **Performances:** Judges must break ties and all judges' decisions are final.

General Competitive Events Guidelines

National Deadlines

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged components (reports and projects) must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged projects and reports must be submitted electronically.
- All production tests must be submitted by 11:59 p.m. Eastern Time on the third Tuesday in May.
- All production tests must be uploaded online on the required platform.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Tuesday in June. Competitor drops are the only changes allowed after this date and onsite.

National Awards

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

Americans With Disabilities Act (ADA)

- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who [submit an accommodation form](#).
- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

Recording of Presentations

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