

Social Media Event *Master

Social Media Event

Student Instructions

Event Situation:

Your best friend's father/mother is opening a new restaurant in the community. While discussing it with him/her one day, s/he explained the desire to have a social media strategy and campaign for the opening and beyond. S/He is concerned because s/he does not know how to do much with social media.

During the conversation you told him/her about what you have learned in your Marketing class and that you would be happy to help develop the promotional plan.

He/she is looking for you to address three objectives:

- to build brand awareness
- grow database of customers & increase customer loyalty
- drive traffic to the restaurant

You are going to present your plan to him/her. When you do, be sure to explain why the social media campaign is important to generate interest in the restaurant. You should present them with examples or visuals of what you plan for them so that they will see the benefit of your plan.

Competencies/Indicators to be evaluated:

- Social Media Promotional Plan Created
- Explained the importance of using social media for promotional reasons
- Created a presentation that contained multiple targets and purposes
- Communicated clearly

Procedures:

- Create a plan that will promote the restaurant in the community
- Demonstrate your ability to effectively communicate the promotional plan to an adult
- You will be allowed ten (10) minutes to complete the simulation
- You will be judged by the extent to which you meet the competencies listed above

Social Media Event

Judge's Instructions

Event Situation:

You are to play the role of the owner of a new restaurant opening in your community. One of your daughter's friends is a Marketing student at the high school and while telling them about your new restaurant and how you wanted to use social media, they offered to help create and implement a social media strategy and campaign.

You have asked the student to prepare a strategy that addresses three objectives:

- to build brand awareness
- grow database of customers & increase customer loyalty
- drive traffic to the restaurant

The student has prepared a presentation on a social media promotional plan. While you understand that social media is key to promotional plans today, you are still looking for an explanation of how the social media plan will benefit your restaurant. The student was told that you will want to see either a visual aid or an example of how the student will use social media.

Procedures:

- Please review the student instructions to better understand the event and your role.
- The marketing student will have 10 minutes to prepare and 10 minutes to make a presentation.
- You will serve as the owner of a new restaurant opening in your community
- The student may use a hand-held device to demonstrate their plan.
- You may ask questions for clarification if you do not understand. If the student is not able to clearly communicate their answer the second time, please move on to the next point.
- If the student attempts to engage you actively in their presentation, feel free to do so.
- Thoroughly examine the evaluation form prior to your first simulation. You may wish to keep your first several evaluation forms to use as a benchmark until you get a "feel" for student evaluations.

Name _____
 ID _____ Section _____

Social Media Evaluation

Please circle one number for each of the following competencies/indicators and place the number in space provided to the right, then total.

	EXCELLENT	GOOD	FAIR	POOR	SCORE
1. Use a professional approach throughout the presentation?	10, 9	8, 7, 6	5, 4, 3	2, 1	
2. Communicate clearly and pleasantly?	10,9	8, 7, 6	5, 4, 3	2, 1	
3. Created a presentation that included multiple targets and purposes?	10,9	8, 7, 6	5, 4, 3	2, 1	
Did the presentation accurately explain...	EXCELLENT	GOOD	FAIR	POOR	
4. The Social Media Promotional Plan components and details	15, 14, 13, 12	11, 10, 9, 8	7, 6, 5, 4	3, 2, 1, 0	
5. The importance of social media in promotional plans.	10, 9	8, 7, 6	5, 4, 3	2, 1	
Did the presentation include ...	EXCELLENT	GOOD	FAIR	POOR	
6. Create awareness of the restaurant?	10,9	8, 7, 6	5, 4, 3	2, 1	
7. How to build customer database and customer loyalty?	10,9	8, 7, 6	5, 4, 3	2, 1	
8. How to drive customer traffic to the restaurant?	10,9	8, 7, 6	5, 4, 3	2, 1	
9. Visual aids or hand-held device?	5	4	3	2,1	
10. Overall impression of the marketing student.	10,9	8, 7, 6	5, 4, 3	2, 1	
Total Score Here:					
Tie Breakers: 4, 5, 6, 7, 8, 9.					