

## Highfield Level 2 End-Point Assessment for ST0233 Hospitality Team Member: Conference and Events Operations pathway

### Mock Assessment Materials – Professional Discussion

Introduction to the hospitality industry (linking to briefing paper)				
Ref	Assessment Criteria (Pass)	Achieved in Observation	Achieved in Business Project	Achieved in Professional Discussion
IN1	The culture of the industry and why delivering a customer experience to meet and exceed customer's expectations is so important to hospitality businesses * <i>linked to hospitality industry brief</i>			
IN2	Appreciate the importance of hospitality behaviours such as personal conduct, being adaptable, using initiative and communicating with a diverse range of people * <i>linked to hospitality industry brief</i>			
IN3	Know the range of businesses and establishments that make up the hospitality industry, their differences and similarities and the variety of job roles and progression opportunities that are available * <i>linked to hospitality industry brief</i>			

Customer				
Ref	Assessment Criteria (Pass)	Achieved in Observation	Achieved in Business Project	Achieved in Professional Discussion
CU16	Use own initiative and have confidence in determining customers' needs			
CU17	Take feedback from customers seriously and actively improve own customer service in line with business/brand standards			
Ref	Assessment Criteria ( <i>Distinction</i> )			Achieved in Professional Discussion
CU18	<i>Looks for opportunities to influence improvements in departmental performance in line with new trends and developments</i>			
CU19	<i>Takes appropriate opportunities to recommend new techniques/procedures/products/services</i>			
CU20	<i>Evaluates procedures to seek improvement/modernisation</i>			

Business				
Ref	Assessment Criteria (Pass)	Achieved in Observation	Achieved in Business Project	Achieved in Professional Discussion
BU17	Proactively support the reputation of the business and be aware of how it compares with its competitors			
BU18	Know the products/services that are offered by the business, their prices and special offers and how to match them to customers' needs			

BU19	Know how the business aims to increase its market share and compete against its main competitors, for example its unique selling points, promotions and marketing campaigns			
BU20	Perform activities to positively promote business/brand standards and identify opportunities to increase sales and achieve customer loyalty			
BU21	Carefully handle payments, transactions, stock and packaging to minimise unnecessary financial loss			
BU22	Actively promote the unique selling points of the business and special offers available and promotions to customers			
BU23	Use technology appropriately, efficiently and responsibly in line with company policy in a way that supports customer service and ensure that faults and maintenance issues are reported promptly			
BU24	Take an interest in new technology developments that relate to own job role			
BU25	Demonstrate personal commitment to minimising the negative effect on the environment caused by work activities			
BU26	Fully participate in performance reviews and training and act on feedback relating to personal performance			
<b>Ref</b>	<b>Assessment Criteria (<i>Distinction</i>)</b>			<b>Achieved in Professional Discussion</b>
BU27	<i>Proactively keeps up to date with industry developments, trends and business objectives</i>			
BU28	<i>Approaches tasks/solves problems with a methodical, considered approach taking into account potential consequences of own actions</i>			
BU29	<i>Has a working knowledge of costs in the department and why their control is important to meet team and organisational needs</i>			

BU30	<i>Evaluates own performance and takes development opportunities to improve in own job role</i>			
BU31	<i>Evaluates own skills and performance, seeks feedback from others and proactively engages with performance reviews and development planning</i>			
BU32	<i>Considers factors that may affect performance and responds effectively in line with the job role</i>			

<b>People</b>				
<b>Ref</b>	<b>Assessment Criteria (Pass)</b>	<b>Achieved in Observation</b>	<b>Achieved in Business Project</b>	<b>Achieved in Professional Discussion</b>
PE5	Understand how to work with people from a wide range of backgrounds and cultures			
<b>Ref</b>	<b>Assessment Criteria (Distinction)</b>			<b>Achieved in Professional Discussion</b>
PE6	<i>Acts as a role model to other team members, providing support and guidance when required</i>			
PE7	<i>Encourages and facilitates good team and working relationships</i>			
PE8	<i>Demonstrates a high level of consideration for people's opinions</i>			
PE9	<i>Sets an example to team members on efficient ways of working to organisational standards</i>			

First-line supervision/team leading				
Ref	Assessment Criteria (Pass)	Achieved in Observation	Achieved in Business Project	Achieved in Professional Discussion
FL6	Contribute to meetings and planning shifts, support shift briefings and assist in the monitoring of standards to help ensure quality is maintained			
FL7	Demonstrate the ability and confidence to deputise for the line manager when necessary			
Ref	Assessment Criteria ( <i>Distinction</i> )			Achieved in Professional Discussion
FL8	<i>Takes responsibility for identifying possible development opportunities for self and team members</i>			

Conference and event operations				
Ref	Assessment Criteria (Pass)	Achieved in Observation	Achieved in Business Project	Achieved in Professional Discussion
CE23	Understand how to adapt your approach to customers depending on the nature of their visit and type of event			
CE24	Support the delivery of a variety of events according to brand standards			
CE25	Actively seek opportunities to make a great guest experience			
CE26	Co-ordinate with customers, suppliers and team members to ensure the correct resources are in place			