

Scorecard

4-minute event proposal pitch — B1

Score the L1 and L7 recordings using this rubric. For each criterion, assign 0, 1, or 2 points.
Total per recording: /10.

Criterion	Below level (0)	At level — B1 (1–2)	Above level (2)
Communicative effectiveness did the client commit to a next step?	Client doesn't commit; says they'll think about it; asks for the brief to be reconfirmed in writing because the pitch left them unsure	Client agrees to the next named step in the call — site visit, draft proposal by a date, or deposit window. Minor clarifying questions only	Client commits and brings forward the timeline — books site visit on the call, asks to fast-track the proposal, or names a follow-up meeting
Clarity & structure are the five beats present and followable?	Pitch launches into property description before confirming the brief; pricing and close are tangled or absent	Five beats present in order; uses simple transitions between them (“on your brief”, “for the proposal”, “on pricing”, “as a next step”)	Opens with a one-line brief confirmation; closes with a named next step in under 20 seconds; vision capture is the longest beat after proposal
Language control is grammar stable enough for credibility?	Mixes will / would / does in the same run-of-show description; leaves sentences unfinished when describing F&B detail or floor plans	Tenses hold across each beat; uses conditionals for proposal options (“we'd suggest”, “if you preferred”); occasional article and preposition errors	Modals used precisely for offers vs. commitments (“we could include” vs. “we'll include”); conditionals used for client choices (“if you go with the indoor option, the F&B package would be...”)
Lexical appropriacy right words for a luxury-hotel pitch?	Uses vague verbs (“do”, “have”, “give”) where hospitality verbs exist; “nice spaces”, “great service” without naming anything	Names spaces and services with precise verbs (host, accommodate, curate, anchor, transform); uses standard hospitality lexis (cover, set-up, run-of-show, F&B) without glossing	Uses Park Hyatt-specific signature service language naturally; switches register smoothly between sensory description and commercial framing
Time discipline 4 minutes, all beats covered?	Over 4:30 or under 2:30; at least one beat dropped to fit (usually pricing or the close)	3:45–4:15; all five beats included; pacing even across beats	Confident pacing with extra time on the proposal beat (the language-densest); ends cleanly with a specific named next step, not cut off

Scoring

Score	Definition
2	Matches the At level or Above level descriptor
1	Partially at level — some At-level features, some Below
0	Matches the Below level descriptor

Pass thresholds

A learner passes the course if either threshold is met:

Threshold	Definition	What it proves
Performance	L7 total \geq 6/10	Learner can perform the task to standard
Improvement	(L7 total – L1 total) \geq 2 points	The course added value

Grade bands (assigned on L7 score)

L7 total	Band	Description
9–10	Distinction	Performs above level. Minor refinements only.
7–8	Pass with merit	Performs at level reliably.
6	Pass	Task communicatively achieved. Some criteria below level.
0–5	Not yet passing	Task not yet reliably achieved.

Note on the 5th criterion. *Interaction management is excluded because the pitch is delivered as a monologue — client questions and discussion happen after. Time discipline replaces it: covering all five beats in 4 minutes without sacrificing pricing or the close is the binding constraint.*