

## Lesson 4 — Full Simulation (Round 1)

Session 4 of 8 | Duration: 60 min | Artifact: Full 4-min recording + diagnostic notes

### Purpose

First full pitch under realistic conditions. Trainer uses the failure-pattern checklist to identify breakdowns for L5.

### Phases

Time	Phase	Trainer does
0:00–0:05	Frame the session	State this is the first full run. Realistic conditions. No help.
0:05–0:20	Read the full brief	Silent reading of the full brief (below). Language bank visible but no teaching.
0:20–0:30	Silent prep	Learners plan their pitch. Notes allowed, scripts not.
0:30–0:55	Full pitches	Each learner records 4 min. No interruptions. Others on camera as the client side. Trainer ticks the failure-pattern checklist (below) during each recording.
0:55–1:00	Close	Brief observation on what held together. Save recordings and the marked checklist.

### Scripted teacher language

*“This is the first full run. Four minutes. No restarts — if something breaks, keep going.”*

*“Notes yes, scripts no. If you read a script, the client will hear it.”*

*“I’m not coaching during the pitch. If you get stuck on a word, use a simpler one.”*

### Client brief — full

#### Client: Al-Otaibi family wedding — high-end Saudi society wedding

Decision-maker. Mrs. Hessa Al-Otaibi, mother of the bride. She has personally attended five of the major society weddings in Jeddah and Riyadh over the last two years. She is comparing Park Hyatt Jeddah against one Riyadh property and one Red Sea coastal property.

Brief. A 3-day wedding for 400 guests across Thursday, Friday, and Saturday.

- Thursday — arrival night welcome dinner for 120 close family
- Friday — family lunch for 200 (extended family and out-of-town arrivals)
- Saturday — main event: ceremony at sunset, reception, gala dinner, and dance for 400 guests

The vision (captured on the first call). “Magical, modern, but rooted in Hijazi heritage. The bride wants the Red Sea to be central to Saturday — she grew up looking at it. We don’t want it to look like every Jeddah hotel wedding. We want it to look like ours.”

Cultural and operational requirements.

- Halal-certified F&B throughout. No alcohol.
- Separate seating arrangements for ceremony and dinner; mixed for the dance reception
- Female-only photography access during ceremony segments; on-property prayer arrangements
- Heritage details — Mrs. Al-Otaibi has named that she wants the welcome experience to reference Hijazi architecture without being themed

Budget. Not specified. Mrs. Al-Otaibi has said: “We expect the best, and we expect to be looked after. Tell us what it costs.”

**The pitch: Present a 4-minute pitch to Mrs. Al-Otaibi.**

## Failure-pattern checklist

Tick the dominant patterns observed across the cohort. The top 1–2 ticks become the focus of L5.

- ☐ Vision capture skipped — pitch launches into property description without mirroring back the brief
- ☐ Generic property language — “beautiful spaces”, “five-star service” without naming specific spaces or service touchpoints
- ☐ Service vague — “we’ll take care of everything” instead of named services with specific outcomes
- ☐ Pricing buried or apologetic — softened, hedged, or hidden mid-sentence rather than stated confidently
- ☐ Pricing without inclusions — number named without what’s included or what makes it worth it
- ☐ Close vague — “let me know what you think” instead of a specific named next step
- ☐ Tense slippage when describing the run-of-show (mixes will / would / does in one sentence)
- ☐ Vague verbs (“do”, “have”, “give”, “make”) where hospitality-precise verbs exist (host, curate, accommodate, anchor, transform)

## Between-session work

No homework. Trainer prepares the L5 repair from the marked checklist.

## Artifact

Full 4-min recording per learner + completed failure-pattern checklist (one per cohort, not per learner). Save as **PHJ\_[Department]\_[LearnerID]\_EventSales\_L4\_YYYY-MM-DD**.