THE EXECUTIVE DINNER CHALLENGE

ESSENTIAL QUESTIONS: **What is needed to plan a large event at a restaurant?**

GOAL: Your task is to **plan an executive dinner form 50 people at your restaurant**. The challenge is to include the necessary design concepts that will make the night a success, including planning the menu, arranging the tables, designing a program for the event, and calculating the cost.

ROLE and TASK: You are a **restaurant owner trying to establish yourself in the restaurant business. Your restaurant has just** opened, and you are aware that the first impression of a restaurant can make it or break it. You are asked to host an executive dinner for 50 people. Your job is to properly plan for all aspects of the event, so that you can secure this event for your restaurant, and begin to build your restaurant's reputation.

The dimensions of the dining room are 20 by 30 mt. There will be 50 guests. Your challenge will be to create a layout with enough space for each diner and a speaking area with podium and screen. You will also need to be sure there is a way for wait staff to get to and from the kitchen. It might be helpful to use grid paper when creating the design, and then transfer the final design to plain paper.

AUDIENCE: Your audience is a group of executives that are employed by the company wanting you to host the event. These individuals will ultimately decide where the event will take place, and it is your job to secure it at your restaurant. You will need to create a presentation that provides these individuals with the necessary information, including the **menu (+ wine list OR wine pairing**, the **layout of the space**, a **sample program for the event**, and the **overall estimated cost** of having the event.

ADDITIONAL TASK: you will also be asked to **create a 30-60 second podcast advertisement** for your restaurant. Your podcast must include the restaurant's name, location, and hours of operation. It should also include a very delicious sounding description of some of the foods and drinks.

Instead of a podcast you may produce an AUDIO file.

You may wish to listen to other commercials for restaurants to get some ideas. Many of them make good use of voice tone and inflection to help sell their product.

Useful links

table layout
https://i.pinimg.com/originals/60/46/18/60461857fcacc499919837b080e84cc9.png

menu sections: https://bbianchienglishlessons.weebly.com/restaurant-menus.html

corporate menus: https://www.ariabanquets.com/event-menu/corporate-menu/

corporate events in London: https://www.tagvenue.com/hire/christmas-dinner-venues/london

best ideas for corporate dinners: https://www.tagvenue.com/blog/corporate-event-ideas/

TO SUMMARISE

Directions:

You should make your proposal for a CORPORATE DINNER for 50 people including:

A. planning the MENU (appetizers, salads, main courses, desserts, wines/drinks) - be careful to include vegetarian options.

B. arranging the tables (+ room layout) - leave a speaking area with podium and screen

C. designing a program for the event (pay attention to the mood, the use of colours, music, decorations)

D. calculating the costs

E. prepare an oral presentation of your restaurant in the form of a radio advertisement (the presentation must include: restaurant's name, location and hours of operation; you should also include some descriptions of the foods and drinks you offer) – your oral presentation should last 30-60 seconds.

Your dining room measurements: 20x30 mt