Hospitality & Tourism

TFJ3

Event Planning

This Project Overview

Students will learn event planning procedures, research a local/provincial tourism event, identify its successful components, use computer software to create related documents, emphasize teamwork, and design and prepare for their own event.

This Project Outline includes the following components

Part 1	Event Planning
Part 2	Ontario Tourism
Part 3	Social Media
Part 4	Checklist
Part 5	Event Types
Part 6	Objective & Timeline
Part 7	Event Venue
Part 8	Menu
Part 9	Final Touches
Part 10	Event Invitation

Part 1 Event Planning Research Slideshow

Research and present a local or provincial tourism event/activity, like a music festival or cultural event, through a creative slideshow. Include visuals such as images and charts to showcase your findings. Focus on promoting Ontario's attractions and make the presentation easily understandable for your classmates. Utilize the provided graphic organizer to organize your research information effectively. Your slide show should be divided into the following slides:

Slide 1	Introduction Slide (with your title and your name)
Slide 2	Description of Event
Slide 3	Location of Event (city, location, date, and season)
Slide 4	Financial Impact of Event (cost to attend, number of people expected to attend)
Slide 5	Why is the Event Taking Place (charity, fun, community building or advertising product)?
Slide 6	Who is the Target Audience? How is the Event Marketed to the Public (social media presence, advertising locally, etc.)?
Slide 7	Food and Beverage Served at the Event
Slide 8	Five Reasons to Attend this Event
Slide 9	Identify the Components that Made the Event Successful
Slide 10	Resources (all websites used for your research, copy the URL into the slide, even for pictures used)

Part 1 Event Planning Slide Show Chart

Slide #1	Event Name, Organizers Name	Slide #6	Who is the Target Audience? How is the Event Marketed to the Public (social media presence, advertising locally, etc.)?
Slide #2	Description of Event	Slide #7	Food and Beverage Served at the Even
Slide #3	Location of Event (city, location, date, season)	Slide #8	Five Reasons to Attend this Event
Slide #4	Financial Impact of Event (cost to attend, number of people expected to attend)	Slide #9	Identify the Components that Made the Event Successful
Slide #5	Why is the Event Taking Place? (charity, fun, community building, advertising product)	Slide #10	Resources (all websites used for your research, copy the urn into the slide, even for pictures used)

*See Rubric in additional resources

Part 2 Learning about Tourism Part 1 & 2

Part 1 - Post Slideshow for Class to Review

Now that you have had a chance to research and report on a local and/or provincial tourism event or activity it is time to learn more about the great things happening in Ontario. Post your slideshow presentation to the online classroom. View all other student's slideshows and comment on each slideshow about something you found interesting about their event. Remember to be respectful and supportive when responding to your classmates.

Part 2 - Success Criteria for Events Chart

Using the chart below discover the components that made all of these other events or activities successful. Remember your classmates have included their finding in their slideshows on slide # 9. Remember the focus is what made these events successful so that when you create your own event you will include many of these ideas to increase the success of your event.

Success Criteria for Events Chart	
Event Name / Location / Students Name	Components that made the event successful

Part 3 Social Media Platform

Social media can impact events positively or negatively, shaping our daily information consumption. Choose two social media platforms used by the organizers of the tourism event you researched for your slideshow. Focus on one platform, read reviews, and analyze people's opinions to identify factors contributing to the event's success or failure. Utilize the graphic organizer to enhance your understanding.

Social Media Graphic Organizer	
Social Media Platform	
Positive Comments about Event	Factors that I will use when I create my event based on social media information
Negative Comments about Event	

Part 4 Event Planning Checklist

Planning an event can present many challenges along the way. It is important to do your research and planning in an organized way in order to have a successful event. This Event Planning Checklist will help to organize all of your ideas and assignments to keep you on track towards your amazing event. Please fill out the information after you complete your assignments for each of these sections. This chart will be a working document to use as you work through each assignment while you plan your event

Event Planning Checklist		Notes
Event Name	❑	
Type of Event Design and event pros /cons	❑	
Objective and Timeline What is the purpose of this event?	❑	
Event Venue Where will you host this event? Do you have specific venue requirements?	❑	
Event & Venue Graphic Organizer	❑	
Event & Venue Evaluation	❑	

Part 4 Event Planning Checklist - Continued

Event Planning Checklist		Notes
Menu brainstorming	❑	
Menu Brainstorming Chart	❑	
Recipe Chart (Kitchen Format)	❑	
Menu Item Description	❑	
Finished Event Menu	❑	
Kitchen Production schedule	❑	
Equipment Requirements	❑	
Teamwork assignment	❑	
Final Touches Event Planning	❑	
Event Invitation Assignment	❑	

Part 5 Event Types

The main categories of events can be classified under private, corporate and charity events.

Examples of events		
Private Events	**Corporate Events**	**Charity Events**
Wedding Receptions	Conference	Sport Event
Birthday	Business Dinners	Fundraisers
Prom	Seminars	Charitable Auctions
Festival	Product Launches	
Baby Shower	Meetings	

Part 5 Design an Event Pros and Cons Chart

You will be responsible for creating an event for 50 people. The first step will be to brainstorm the three different types of events to decide how to move forward with your event. After brainstorming the pros and the cons for an event, which event have you decided to move forward with for your event planning?

Private Events		**Corporate Events**		**Charity Events**	
Description of Possible Event		Description of Possible Event		Description of Possible Event	
Pros	**Cons**	**Pros**	**Cons**	**Pros**	**Cons**
Description of Possible Event		Description of Possible Event		Description of Possible Event	
Pros	**Cons**	**Pros**	**Cons**	**Pros**	**Cons**

Part 6 Objective and Timeline of the Event

Now that you have decided whether you will have a private, corporate or charity event it is time to determine the objective of the event. At the end of the day, events and parties are all about bringing people together and having fun. Figuring out and determining the why you are planning an event will set the plans in motion to creating a successful event. Include the name of your event in the text box below. In the 'Description of Event' and 'Objective of Event' text box include detailed and specific information.

Name of Event	Description of Event	Objective of Event

Now that you have a description and objective for your event it is time to plan the timeline. Will this be a morning, afternoon or evening event? How many hours will this event take place? Is there a specific time of year that you would like to plan this event? Write a short paragraph to outline the timeline for your event.

Part 7 Event Venue Assignment

Now it is time to secure your venue for your event. The location will be the next important item to consider while preparing for your event.

Venue: the venue for an event or activity is the place where it will happen.

Things to Consider While Looking for a Venue for your Event

- ❑ Do you prefer indoor or outdoor venues?
- ❑ What time of day and/or year will you be hosting your event?
- ❑ Will you want a park, hall, hotel, restaurant etc.?
- ❑ How big of a space will you need based on what you have planned?
- ❑ Transportation concerns for the guests?
- ❑ Does your venue have parking?
- ❑ Is there a kitchen on site?
- ❑ Is the venue have the décor and look for your event?
- ❑ Will this venue accommodate 50 people?

Part 7 Event Venue Graphic Organizer

Fill in the graphic organizer for four different venue options for your event.

Why Venue #! Is a good option?			Why Venue #3 Is a good option?
	Name of Venue Option #1	Name of Venue Option #2	
Why Venue #2 Is a good option?	Name of Venue Option #3	Name of Venue Option #4	Why Venue #4 Is a good option?

Part 7 Event Venue Evaluation Assignment

After completing the graphic organizer with four different options for a venue, you will need to decide which venue to move forward with for your event. Answer the following questions in full sentence about the venue that you plan to use for your event

1. What is the name and address of your venue?		7. Is there a security deposit at this venue?	
2 List the type of functions held at this venue?		8. Does this venue have a catering menu?	
3. What does the venue have to set the décor for the venue?		9. If this venue has a catering menu list some of the interesting options?	
4. List the Pros about using this venue		10 If this venue does not have a catering menu does it have a kitchen for outside caters to use for your event?	
5. List the Cons about using this venue.		11. What equipment or things will you need to bring with you for the event that are not found at this venue?	
6. What is the cost of renting this venue?		12. Does this venue allow off site caterers, staff, DJ's?	

Part 8 Menu Planning

Menu planning is key to success for any event. It is important to have food available for your guests that will add to the experience. The food that you will be serving should complement the venue, the theme and the overall presentation of your event.

Here are some points to consider when planning a menu for your event.

Menus Should Reflect Variety

Be sure that your menu reflects variety in the following areas:

- Colour
- Texture
- Flavour
- Shape
- Cooking methods

Part 8 Menu Planning - Create a Menu for your Event for 50 people

Menu must include: 1 beverage, 1 plated appetizer, 1 Plated entree, and 1 plated dessert. For each course come up with 10 different recipe options for moving forward.

Beverage		Appetizer		Entree		Dessert	

Part 8 Menu Brainstorming and Research - Appetizer

Complete the brainstorming and research chart to narrow down your menu course selections for your event. Research 4 different options for each course. These are the recipes that you will narrow down from your graphic organizer ingredient.

Appetizer				
Recipe Name and Source (Website link, recipe book, magazine, etc.)	**How Does This Recipe Add to your Theme** (Website link, recipe book, magazine, etc.)	**Pros** (Two reasons why this recipe would be a great choice)	**Cons** (Two reasons why this recipe might not be a good choice)	**Ranking** (1-5 for your preference)

Part 8 Menu Brainstorming and Research - Main

Complete the brainstorming and research chart to narrow down your menu course selections for your event. Research 4 different options for each course. These are the recipes that you will narrow down from your graphic organizer ingredient.

Main				
Recipe Name and Source (Website link, recipe book, magazine, etc.)	**How Does This Recipe Add to your Theme** (Website link, recipe book, magazine, etc.)	**Pros** (Two reasons why this recipe would be a great choice)	**Cons** (Two reasons why this recipe might not be a good choice)	**Ranking** (1-5 for your preference)

Part 8 Menu Brainstorming and Research - Dessert

Complete the brainstorming and research chart to narrow down your menu course selections for your event. Research 4 different options for each course. These are the recipes that you will narrow down from your graphic organizer ingredient.

Dessert				
Recipe Name and Source (Website link, recipe book, magazine, etc.)	**How Does This Recipe Add to your Theme** (Website link, recipe book, magazine, etc.)	**Pros** (Two reasons why this recipe would be a great choice)	**Cons** (Two reasons why this recipe might not be a good choice)	**Ranking** (1-5 for your preference)

Part 8 Recipe Chart Kitchen Format

Use the blank recipe form, provided as Appendix A, and type out your recipes in kitchen format. Remember you are the chef so your recipes must be clear and easily understood so that your kitchen brigade can complete your recipes. Each recipe will be marked out of ten (5 recipes x 10 marks = 50 marks) based on the seven parts of a recipe format. You will need to include a recipe for your plated appetizer, your entrée (which will include a protein, starch and a vegetable side) and a plated dessert. Please make sure to complete all seven areas of your recipes for complete marks

Recipe Name		
Tools and Equipment: _____ _____ _____ Oven Temperature and Time: _____		Yield: _____ # of Portion: _____
Ingredients	**Amount**	**Method**

Part 8 Recipe Chart Kitchen Format

Use the blank recipe form, provided as Appendix A, and type out your recipes in kitchen format. Remember you are the chef so your recipes must be clear and easily understood so that your kitchen brigade can complete your recipes. Each recipe will be marked out of ten (5 recipes x 10 marks = 50 marks) based on the seven parts of a recipe format. You will need to include a recipe for your plated appetizer, your entrée (which will include a protein, starch and a vegetable side) and a plated dessert. Please make sure to complete all seven areas of your recipes for complete marks

Recipe Name		
Tools and Equipment: _____ _____ _____ Oven Temperature and Time: _____		Yield: _____ # of Portion: _____
Ingredients	**Amount**	**Method**

Part 8 Menu Item Description

Use the space below to create your menu descriptions. Remember these descriptions will be used to advertise your food selections on your menu. Make sure to use great detail and descriptive words to entice and sell your menu to your customers. They should be professional and free of spelling and grammatical errors.

Plated Appetizer Description

Plated Entrée Description

Plated Dessert Description

Part 8 Finished Event Menu

Create a menu on an 8 ½ by 11” piece of paper by hand or using the computer that reflects your Event Menu. The menu will use your descriptions from the previous assignment. The menu should be professional and free of spelling and grammatical errors. Please print the menu in colour and make sure to add pictures to add visual interest. Chefs, I cannot wait to see your Event Menus!

See rubric in additional resources

Part 8 Kitchen Production Schedule

This chart is to organize the preparation for the event. You are required to include your plated appetizer and dessert only. Your entrée does not need to be included with your kitchen production schedule. This chart should include mise en place, production schedule and all required work that needs to be done before and during your event. You will have five classes to complete your menu items. The importance of planning and teamwork cannot be stressed enough. You will need to have a detailed production schedule for your team to complete all your assigned tasks in order to be successful

Class 1	Class 2	Class 3
Class 4	Class 5	Additional Production Comments

Part 8 Equipment Requirements

After completing your Kitchen Production Schedule the next requirement will be to complete the list of equipment required. Using your Kitchen Production Schedule go through and add all the tools and equipment that you will require to complete the food for your event. Remember to list all of the tools and equipment required.

After you have gone through and added the tools and equipment from the Kitchen Production Schedule it is time to add any other equipment that you will require for the event (e.g., chafing dishes for buffet service, insulated carriers for offsite catering, tables and tents for outside reception). The tools and equipment required will vary depending on the type of event you are hosting and the location in which you are hosting the event.

Tools and Equipment Needed from the Kitchen Production Schedule (Add addition rows as needed)	
All Other Equipment Needed for Event (Add addition rows as needed)	

Part 8 Teamwork Assignment

The importance of teamwork in providing high-quality customer service in the hospitality sector is critical for any successful event. It is important to have a positive work environment to help motivate employees. The best way to help employees is to make them feel like they are part of a team.

For this next assignment you will create a wordle. A wordle is a piece of text which has been rearranged into a visual pattern of words. You will come up with as many words that will describe teamwork to demonstrate your understanding of the importance of teamwork.

Don't forget to type the word teamwork several times so that it will stand out in your wordle. For example when I think about teamwork some of the words that come to my mind are respect, organization and trust. There are several free wordle apps that can be used. Here is one that works well and can be saved as a .png file. Go to www.wordle.net and use words or phrases that emphasize your understanding of teamwork.

Part 9 Final Touches Event Planning

Decorations can add the additional “wow” factor when guests arrive to your event. Using the internet find four different pictures that you would use to create your event. Copy and paste your pictures into the chart below. Include how you would use the decorations in the picture for your event.

Decorations for Event			
How will you use this picture #1 for the event	Picture #1	Picture #3	How will you use this picture #3 for the event
How will you use this picture #2 for the event	Picture #2	Picture #4	How will you use this picture #4 for the event

Part 10 Event Invitation

Design an invitation with all of the information for the party. You can create the invitation by hand or on the computer. Your invitation should be creative, easy to read, free of spelling errors, colourful and reflect the type of event you are hosting

Remember to include:

- The name of the event
- The reason for the event
- The location date and time
- Any information important to the theme of the event
- Any special requests
- Who to respond to (RSVP)

Rubrics, career connections and more information

In depth resources for Planning an Event can be found at:

Safety Resources

[OCTE SAFEdoc: Hospitality & Tourism]