

HOSPITALITY
EVENT PLANNING
PROJECT
PACKET



Project Overview

You will plan an event of your choice start to finish as if you are an event planner. Paying attention to details is essential. You will create a visual picture of your event by creating a diorama or drawing showing the look and feel of your event. You will also create a booklet that contains your event's budget, venue contracts, vendor contracts, floor plan, guest list, To-Do list, menu, and time schedule. You will also make an invitation, an item from your menu, and sample decoration for your event. Finally, you will present your project during the annual Art Exposition so your parents and community can see all of your hard work.

Breaking down the Project

I suggest that you complete the project in pieces. It is absolutely impossible to finish this project the night before it is due! You have almost the entire semester to work on it and some class time as well. Working a little bit each week will make this task a whole lot easier.

Parts of the Project

- | | |
|---|--|
| <input type="checkbox"/> Event Description | <input type="checkbox"/> Floor Plan |
| <input type="checkbox"/> To Do List | <input type="checkbox"/> Program |
| <input type="checkbox"/> Venue | <input type="checkbox"/> Materials & Supply List |
| <input type="checkbox"/> Invitation | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Menu | <input type="checkbox"/> Budget |
| <input type="checkbox"/> Table Setting | <input type="checkbox"/> Vendors |
| <input type="checkbox"/> Seating Arrangements | <input type="checkbox"/> Hosting Brochure |
| <input type="checkbox"/> Decorations | <input type="checkbox"/> Exposition Presentation |

Event Description

Write a thorough and concise paragraph conveying a mental image of your event. Include the reasons for the event, celebration or party. The purpose and theme should tie together. For example, Cowboy Matt's birthday party is barbeque rodeo themed because the party is in honor of Matt- who likes the cowboy lifestyle. You need to also explain the theme of your event which is a unifying idea that is reinforced throughout the activities, food, decorations, etc. of the celebration. Describe the ambiance or mood and atmosphere of the environment (the party). Some examples of ambiance would be formal, semi formal, casual, energetic, calm, peaceful, or lively. Describe what you plan on doing at this event for entertainment. Entertainment or activities can vary depending on the type of the event from conference lectures, dancing, watching a movie, to playing games. State the number and type of people you are inviting and why you are inviting them. Your event description should be free from spelling and grammar errors.

To Do List

The “To Do List” is a list of all the things that need to be done before and leading up to when the guests arrive. The list should include all things that need to be done for a successful event. The list should be organized chronologically for example, 3 months before, 2 months before, one week before, one day before, one hour before, etc. The list should be typed and formatted in such a way that it is easy to read. The list should be well coordinated with other event documents for example you can’t tell me in your budget that you purchase the cake from the store but not write pick up cake from the store in your “To Do List.” Your list should give you enough time to complete tasks, and your tasks should be planned at an early enough date/time to minimize stress. So you should not have 20 significant tasks to do all within the hour before guests arrive.

Example:

Two Weeks Before

- Decide theme, menu, recipes
- Make & Send out invitations
- Purchase craft supplies

Two Days Before

- Purchase groceries
- Iron Table Cloths
- Prepare favors
- Make Napkins

Day Before

- Make Chocolate Cake & Chocolate dipped strawberries
- Pick up kitchen, dining room, & living room
- Dust
- Set up extra tables
- Take out decorations
- Gather Craft Supplies
- Food Prep
- Make ICE

Venue

A venue is the location or place where your event is held. For informal events this is usually your house, however for formal events such as conferences or weddings the venue would be at a hotel or banquet hall. Renting a facility to hold your event requires a contract. The contract will specify things such as when the deposit is due, when you can go and set up, what you can and can't do at the event (ex. no smoking, no throwing rice, etc). If you are planning on renting a venue you must provide the contract in your booklet.

Invitation

There are many ways of inviting people to events but for the purpose of this class you will be required to send an invitation. You do however have a choice between sending an online invitation through www.evite.com, purchasing premade invitations, or by hand making invitations. You also need to create a list in excel with names and addresses of each person you are inviting to the event. Names and addresses can be fictitious. If you purchase your invitations from a vendor online you need to provide their order form.

Menu

Your menu must be written in proper format displayed creatively on one page. For a full meal your menu should contain at a minimum three appetizers, three beverages, two entrees, three sides, and two desserts.

Please also include pictures of each dish either with the recipes or on a separate sheet but not on your menu. If you are making any of the food items you need to include the recipes and a grocery list in your booklet. If your food is catered you need to find a local caterer to get prices from and fill out their order form and include it in your booklet. All food costs must be added as line items to your budget.

Banquet Dinner

Appetizers

Grilled Scallops
Cheese & Cracker Assortment

Entrées

Grilled Chicken and Tomato Penne
Or
Beef Wellington

Accompaniments

Loaded Baked Potato
Or
Rice Pilaf
And
Steamed Broccoli
Or
Glazed Baby Carrots

Dessert

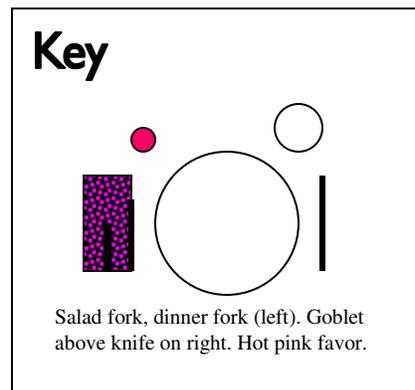
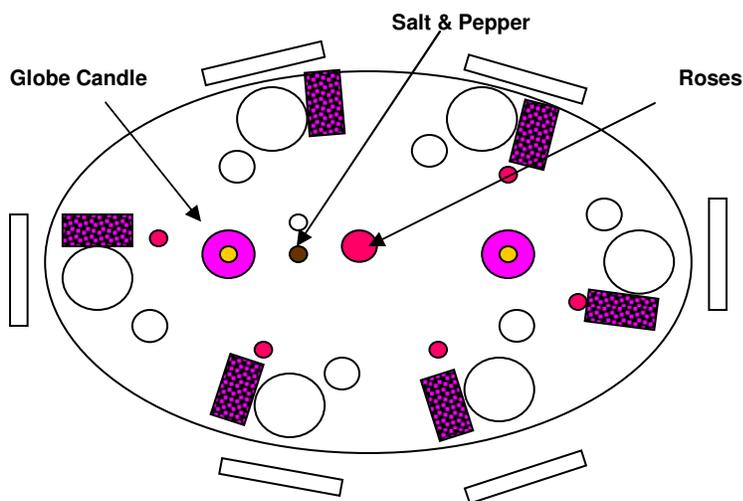
Carrot Cake
Coffee & Teas

Table Setting

You are to create a computer generated picture of how your tables and buffet tables will be set up. The placement of the items must be set correctly. Napkin is placed to the left of the plate or on top or in front of the plate. Napkins should be neatly folded for a nice presentation. The plate should be centered in front of chair approximately 1 inch from the edge of the table. Forks are on the left in order by course; knives and spoon are on the right in order by course. The glass is placed above the knife in the upper right hand corner.

If you have a buffet it should flow smoothly with plates on one end, food in the middle with serving utensils, and flatware, napkins, and drinks on the opposite end so you don't have to carry with you through the whole buffet!

Your computer generated drawing should be in color with a title at the top of the page. Each item should be labeled at least once or provide a key to follow.



Seating Arrangements

If you would like to designate where your guests should sit at the event you should provide a “floor plan” or chart that is labeled with your guests’ names and table numbers. The reason for seating charts is to make guests feel comfortable especially if several different groups of people will be attending that are not yet acquainted. Weddings are the most common type of event with seating charts. In general it is a good idea to seat people with similar interests or back grounds at a table. It is also a good idea to plan on purposefully splitting people up that may be in conflict with one another like a woman and her ex-husband or two uncles that can’t stand each other. If you want your guests to decide where they sit you do not have to make up a chart.

Decorations

It is undoubtedly the decorations that can make an event special. To give us an idea of what your event will look like fully decorated you need to create either a diorama or drawing of at least one room of your event. You should include decorations in your depiction of your event.

You are also required to provide examples of at least two decorations. More are always welcome and will count as extra credit. Decorations can either be handmade or store bought. You will display your decorations at the Exposition. You may want to consider making/buying one or more of the following: centerpieces, favors, place cards, chair covers, and room/wall decorations.

Floor Plan

You are to create a bird's eye view picture of the room or rooms that your guests will be in during your event on graph paper. You should include all details such as door ways, windows, stairs, etc. You should arrange the furniture the way you would have it set up for your event. Your furniture should allow for easy traffic flow or movement of guests from one area to another area of the event. One example of this is placing tables so that they are spaced far enough apart that people can excuse themselves at dinner to use the bathroom and be able to get out. Your drawing will be graded on neatness, proportion, use of correct interior design symbols, and the labeling of every piece of furniture.

Materials & Supply List

This is basically just a long categorized list of everything you need for your event. This is especially important if you are going to have your event somewhere besides your house. Things like duct tape, ice, scissors, staples etc. often get overlooked when having parties off site and often create last minute panics sending someone rushing to the store. This list is to help you remember and prepare for the details so the day of the event is as stress free as possible.

Entertainment

Every event has some form of entertainment whether it is a board game, guest speaker or DJ. If you have homemade entertainment such as watching a movie, or playing a game you need to just add it your program. However, if you are planning on hiring a DJ or live band you need to get their contract, sign it, and put it in your booklet.

Program

The program is the list of events or activities that are going to take place starting when the guests arrive. Remember the “To Do List” contains all the things you are going to do before the guests arrive. The program is what you share with your guests sometimes formally printed on nice paper like at a wedding or sometimes just verbally at the beginning of an event. The program starts with guests arriving. You should allow at least fifteen minutes from your event starting time to allow guests to arrive before starting the first activity or have an activity like hors d'oeuvres for guests to occupy themselves while waiting for everyone to arrive. The program should have realistic timing for each activity and sufficient transition timing between events. For instance a large wedding would need more time to switch or transition from eating dinner to cutting the cake than a small gathering at your house would need. The program should be formatted as follows with the time period on the left side accompanied by a brief statement of the activity.

Example:

6:00-6:30 Guests arrive & Appetizers

6:30-7:00 Dinner

7:00-8:00 Entertainment: Dancing

8:30-9:00 Seated Dessert

9:00-10:00 Talking & Farewells

Budget

Everything that you will spend money on for your event needs to be added to your budget. Typically you would come up with an estimated budget for your event first then actually spend the money that was designated for each category. So for the estimated budget you may say I want to spend \$5000 for the reception, \$1000 of it is for food, \$1000 is for a cake, \$1000 for decorations, \$500 for a DJ, etc. These would be estimates when in reality your DJ may cost you \$450. The other \$50 can be spent on something else. A budget helps you focus on how much you can spend per category. For this project you are going to research the cost of everything you would purchase for your event. There is no limit on how much you can spend unless you want to challenge yourself to spend under a certain amount. You will enter all of this information in an Excel spreadsheet as is seen below. You need to select a category for each line item. Categories would be things like Food, Decorations, Venue, Entertainment, etc. You need to make sure that all items that are needed for the event are listed. You cannot say you are going to have a moon bounce in another section of your booklet but not include the cost of renting it in your budget.

Event Budget

Category	Description	Quantity	Cost	Unit	Extended Price
Decoration	Paper Lanterns	5	\$2	each	\$ 10.00
Food	Potato Chips	1	\$4	Bag	\$ 4.00
Venue	Hall Rental	1	\$500	Hall	\$ 500.00
					\$ -
Total:					\$ 514.00

Vendors

Vendors are companies that you rent or get equipment or services from for an event. Some examples of common items to get from a vendor are table linens, popcorn machines, moon bounces, cotton candy machines, china and silverware, large tents, bubble machines, flowers, cakes or food, fog machines, chair covers, event insurance etc. Vendors will have you sign a contract for their services. It is very important to read the contract thoroughly before signing. Some contracts will not give you a refund if your event is snowed out, some will charge a rebooking fee; that's why it's important to read the fine print! It is not necessary to hire a vendor or vendors for every event. Some small gatherings will have homemade fun and require no outside entertainment or equipment. Other events like weddings will require multiple vendors and therefore more vendor's schedules and contracts to keep track of. If you use a vendor(s) for this project you must supply their contract, fill it out, and put it in your booklet to turn in.

Hosting Brochure

You are to make a useful brochure that you could give other people hosting their own parties with valuable hosting information in it. I suggest that you use Microsoft Publisher but if you don't have that program you can use the brochure maker found at www.mybrochuremaker.com. The brochure must contain at least ten relevant hosting facts, be colorful with good quality pictures, be organized, flow nicely, and use correct grammar, capitalization, and spelling.

Exposition Presentation

You will present your event at the Art Exposition. This counts as your final exam grade. You should come *at least* a half a hour early to set up your display. Each student will display his/her project on a large round table. You need to bring a table cloth or ask to borrow one from the culinary room. Your table display should include one place setting, your diorama or drawing of your event decorations, at least one decoration like a centerpiece or favor, one item from your menu (60 servings), your invitation, and event booklet (presented neatly in a 3 ring binder with sheet protectors and cover page). You also need to dress to fit the theme of your event. If your event is formal you should be dressed up!

Please keep in mind that if your menu item needs to be kept warm that you should bring an extension cord to keep things like crock pots, microwave ovens, etc plugged in. You need to provide serving spoons and individual portions of your menu item for the general public to sample. You are also welcome to bring background music that goes with the theme of your event just be sure you have an extension cord if you need one.

After you are set up you will talk about your event as people visit your table. Interacting with the public is part of your grade and I will be watching your interaction throughout the night in order to grade that part of the presentation. As the event winds down I will let you know when you can clean up and put the tables back. Leaving early or cleaning up early will deduct points from your exam grade.

EVENT PLANNING PROJECT RUBRIC

Event Description

- Description of the event, its purpose, theme, type entertainment, and number of guests invited **(35 pts)**

Event Details & Schedules

- Chronological “To Do List” for days and hours leading up to event **(16 pts)**
- Program: flow of event activities that you would give or tell guests (ex. 6-7pm appetizers, 7-8pm dinner, 8-10 dancing) **(8 pts)**
- Materials & Supply List **(15 pts)**
- Budget (include cost of venue, caterer expenses, cost of hired entertainment, decorations, food, etc)**(20 pts)**

Decorations

- Room Diorama, Picture, Drawing **(20 pts)**
- Sample decoration(s) (Favor, Centerpiece, Place Cards, etc) **(5 pts)**

Hosting Brochure

- Hosting Brochure **(40 pts)**

Exhibit Presentation (48 pts)

- Arrives early to set up
- Stays through entire Expo
- Display set up (how it looks)
- All components of portfolio are present (Booklet, decoration, diorama/picture/drawing, menu item, table setting)
- One dish is served to public: appearance, quality, served correctly in/on serving dish, utensils, proportioned, sanitary
- One table setting (ex. plate, napkin, utensils, glasses, etc)
- Presentation of project to public (public speaking)
- Dress to fit your theme and maintain a level of professionalism

CHECK THE APPROPRIATE OPTION FOR YOUR EVENT

_____ **Vendors**

- **Miscellaneous (choose one)**
 - Rentals (ex. Table/Chair, linens, inflatable bouncers, silverware)
 - Provide vendor contract/order form filled out and add the costs to your budget (**5 bonus pts**)
 - No Rentals
 - Do nothing
- **Entertainment: (choose one)**
 - Hired Entertainment
 - Include vendor contract in booklet (ex. DJ contract filled out) (**5 bonus pts**)
 - Homemade Entertainment
 - Include detailed description of entertainment in “Event Description”

_____ **Invitation (choose one)**

- Computer generated/sent invitation (ex. Evite.com)
 - Create a guest list in excel with names & addresses (**10 pts**)
 - Print your online invitation (**10 pts**)
- Handmade invitation
 - Create a guest list in excel with names & addresses (**10 pts**)
 - Provide one sample invitation & envelope (**10 pts**)
- Purchased Invitation from Store or Vendor
 - Create a guest list in excel with names & addresses (**10 pts**)
 - Completed order form if purchased from vendor (**5 pts**)
 - Provide one sample invitation & envelope (**5 pts**)

_____ **Table Setting**

- **Eating Arrangements: (choose one)**
 - Standing (cocktail style) some seating but nothing formal
 - Computer generated buffet sketch or butler service sketch (**25 pts**)
 - Seated meal at a set table
 - Computer generated table setting sketch (**25 pts**)
 - Buffet with set tables for eating
 - Computer generated buffet sketch (**12 pts**)
 - Computer generated table setting sketch (**13 pts**)
- **Seating: (choose one)**
 - Seating Chart
 - Computer Generated Seating Chart (**5 bonus pts**)
 - No Seating Chart
 - Nothing Required

_____ **Venue** (choose one)

- Private home or backyard**
 - Floor Plan (**25pts**)
- Public location like a hotel, Elk’s Club, Park**
 - Filled out Venue Contract (**5 pts**)
 - Floor Plan (**20 pts**)

_____ **Menu**

- Menu written in proper format creatively displayed (**20 pts**)
 - 3 Appetizers
 - 3 Beverages
 - 2 Entrees
 - 3 Sides
 - 2 Desserts
- Who is making the food? (**choose one**)
 - Food is Catered by venue or outside caterer or picked up “take out” style
 - Filled out Caterer contract or order form (**8 pts**)
 - Pictures of menu items (**7 pts**)
 - Caterer’s cost added to your budget (**5 pts**)
 - Food is partially catered and partially homemade/store bought food
 - Filled out Caterer contract or order form (**5 pts**)
 - Pictures of menu items (**2 pts**)
 - Grocery list (**3 pts**)
 - Recipes with pictures if making homemade meals (**5 pts**)
 - Caterer’s cost & grocery costs added to your budget (**5 pts**)
 - Food is homemade and/or purchased from grocery store
 - Grocery list (**5 pts**)
 - Recipes with pictures (**10 pts**)
 - Caterer’s cost & grocery cost added to your budget (**5 pts**)

_____ **Total Score (317 pts)**

Comments: _____

