

OBJECTIVE: INCREASING REVENUE !!!!

Driving Special Event and Group Revenues through various sales techniques and promotions!!

QUALIFYING BUSINESS

- **SPECIAL LINKS from Main Web Site** to “lure” email sign ups and existing database to enjoy the “promotion” of that time frame
- **Faxing and Direct Bulk Mailing**
- **Heavy Phone calling** to local businesses as well as corporations to entice their business. Obtaining their email and fax numbers
- **Keeping abreast of Community & Local Events** and how we can take part in them with donations, coupons, special gift certificates (that employ 2 x 1 purchases etc.)
- **Contact by phone for Public Officials**, getting email and fax numbers, and to entice their business
- **Following through with a special check list (in excel); keeping “notes” as special column**
- *Special Promotional Envelopes that will include a coupon, a Thank You letter, a Menu of Services and other pertinent information for every member that has attended a special function promoted*
- *Table Tents, Banners etc., To promote the business and draw attention to current and upcoming specials, for customers to fill out their information for future contact, special forms for customers that have attended or used coupon’s to fill out.*
- *Contests that can run concurrent with in house staff (best sales, etc.) and web site for customers and future customers to enter. Can be displayed in and out of house (web site, mailers, email, fax, and display ad’s in local papers, chamber newsletters etc.). Prerequisite will be to fill in all information that includes Snail and Email address. This will begin to generate a new database of possible customers.*
- *Encouraging staff to book parties via their family and friends, they get a discount, or a kick back for parties booked.*

- **“Guest Book” & Fish Bowl** for customers to fill in with their comments and pertinent contact information
- **Special Gift Certificate (that are disguised as Coupons), Coupons and Mini Newsletter** to be given with each guest check
- **To Implement a DATA BASE** of all Concierges, Sales staff, Special Event planners contacts and referrals; when they are contacted and how, how they responded (opt-out, how many people they booked, date, total sale, etc.) as well as when and how often they have used any promotion. Those that are constant bookers should be awarded accordingly.
- **Rewarding** very regular customers with a personal touch such as with a hand written Thank You Letter, and perhaps a small token. Keeping track of their celebration dates, and sending off greetings.
- **Training and informing staff** of any and all promotions, especially the need to get business card from customer to be attached to check (or customer info card filled out) so it can be added to database.
- **Staff Incentives** to turn in as many referrals as possible
- **Data base** to include special dates of customers - birthdays, anniversaries etc., and to send them special coupon/promotion.
- **ON LINE registration** with other pertinent web sites that can drive interest to business via banner purchase, click through, banner exchange, registration etc.

OBJECTIVE: LOCAL RELATIONSHIPS & SOLICITATION

Maintaining effective relationships with Concierge’s, Meeting Planners, Local Businesses and Community Rep’s etc., to solicit Special Event/Group Sales

- **Concierge and Concierge Associations**
- *To Invite them in for Total or % Comp*
- *Constant Contact to remind them who we are*
- *To Get Updated Names, Email & Fax #'s*
- *Faxing during different shifts with any Specials and Events*
- *Conventions & Trade Show’s generate large numbers, and to keep them abreast of our establishment*
- **Special Event and Event Planners**
- *To send Via Fax, Email and Snail Mail a promotional press packet*

Doreen Pastore DoreensKitchen.com

DoreenPastore@yahoo.com doreenskitchen@ymail.com

- **To Invite Them** in for Total Comp or % Comp
- **CCTB and CVB** Chicago Convention Tourism Board and Chicago Visitor's Bureau - To join and use their guide for large Conventions, Trade Shows and Special Events
- **Special Events** to participate in with booth rental, possible display ad in program, passing out coupon's and mini press packets
- **CCTB** faxes to our business leads; these will be contacted and added to special data base for future
- **Press Packets** to be sent over on a regular basis for CCTB Concierge's and Rack Information
- **To Attend Networking Events** sponsored by CCTB
- **To Attend Applicable Conventions and Trade Shows**
- **Stock Brokers, Bankers, Financial Institutions (Event Planners) Law and Medical**
- **To call and keep abreast of CEO, COO, President, VP, and Event Planner's Snail, Email and Fax numbers**
- **Invite them in for Special Comp**
- **Fax and email Special Event Info**
- **Fax for Entire Staff** to post at work Special Event Info, Promotions, Coupons etc. (this trickles down to other contacts within a corporation)
- **Sales - Car, Real Estate, Property Managers, Cemetery, any and All Service Industries in nearby Local Area**
- **Contact** by phone, mail and email and supply them with Coupons, Discounts, Promotions etc. offering them a % discount or 2x1 or Total Comp to generate their interest
- **To Influence Them** by supplying them with generous amounts of discount coupons for them to pass out to their customer contacts
- **Fax for Entire Staff** to attend special functions and use coupons
- **Chamber of Commerce**
- **Join** and attend functions. Use all names on their member list to add to data base.
- **Chamber Discounts** to members
- **Newsletter** write ups, and insertion of pertinent material
- **Legal Leagues & Committee's** to encourage them to have their functions with us
- **Wedding Planners, Trade Shows & Magazines, Web sites** to contact them, join their service/publication, display ad's etc., and to use their on line database supplied to subscriber's to email and snail mail incentives for brides to be.

- To offer these Brides all of our special services and give them discounts where applicable
- **Charity Donations** Requests must be in writing with logo on letterhead, and only those that are not taking place too far away will be honored with special gift certificates (for tracking) and to entice them by keeping a data base of all contacts to hold their function with us.
- **Professional Courtesy** to other businesses similar to ours by offering a % discount
- **Display Ads** in local press and applicable trade journals
- **Crains Magazine** offers top Fortune 500 etc. business listings to be contacted to obtain pertinent information. Then to email, fax and snail mail mini press packets
- **Media and Newspaper Contacts** Contact them regarding our business and any special events that may be taking place.
- **Promoters** of Musical Venue's to hold their events (CD Release and special parties) at our location
- **Web Site Design** Design special pages regarding events, coupons etc. with links back to main site
- **Search Engine Submittal** Individually on a monthly basis or with purchase of software to automatically upload to all.

OBJECTIVE: STRATEGIES AND PROMOTIONS

Formulating and Implementing Sales Promotions and Strategies

Through the use of my own web site building techniques, many different venues can be approached.

- **I have promoted Live Entertainment**
- **I have also worked with Independent Promoters, Singles Groups, Dating Services etc. for parties**
- **Designing Coupons on and off line as well as Brochures, Post cards etc. I know basic printers requirements and have a list of those I've worked with before**
- **Entertainment Book Contacts and Requirements**
- **Coupon Mailers** especially those with web site links
- **On Line Yellow Pages**
- **Trade & Barter** *To encourage it from any and all purveyors*

OBJECTIVE: COMMUNITY

Community Events

- **Booth Rental** at local events to pass out literature
- **Career Day** at local High Schools with appropriate staff
- **A Honor Roll Gift Certificate** for students who have achieved it; to distribute to participating local schools special gift certificates that would only be valid if purchase is made by an adult (parent)
- **High School Dances & Newspapers** To advertise our services and offer special event/discounts Homecoming/Prom
- **Graduation** For all school levels to advertise our services and offer special event/discounts
- **Teacher and PTA Functions** To offer special incentives for special events, banquets, catering (in and out of house) and to pass out mini press packets
- **Fraternal Organizations** Such as Jaycee's, Knights of Columbus, Masons, etc. to offer facilities for Gala Banquets, Awards Dinners etc., as well as mini press packets for attendee's
- **Local Community Guide** If one exists to register and create display ad
- **Internships & Scholarships** To contact local community and university colleges
- **Vocational Schools** The same as Internships
- **Non Profits, Churches, Government Agencies** To entice them to hold their function using our services
- **Cab Drivers & Limo Services** To supply them with a sufficient amount of coupons/post cards etc. to generate business. Also to offer them an incentive to do so by keeping track of those (individuals) that outside promote for us by "a token of our appreciation"
- **Local Vendor Sponsorship** If a special event is taking place to do trade and/or generate interest in participating
- **Special Events** To come up with Holiday and Special Events to generate interest in business and to appropriately advertise by all of the above including existing databases to generate interest

Doreen Pastore

Doreen Pastore DoreensKitchen.com

DoreenPastore@yahoo.com

doreenskitchen@ymail.com

OBJECTIVE: CO-ORDINATE

Co-Coordinating the Planning and Execution of Booked Events to ensure GUEST SATISFACTION

- **Being Ready for just about any situation, keeping calm, resolving and solving any faux pas that may come up.**
- **Suggesting any and all upgrades in a positive manner to increase sale**
- **Check List of any and all legalities, insurance, event list for establishment, the customer, staff well in advance; verbiage in contracts, and posting appropriate information for staff so all will be aware of event to take place**

OBJECTIVE: PUBLIC RELATIONS

Assisting in General Marketing Duties, Efforts and Activities

- **To Meet and Greet** as many people as possible, *especially* if they are responding to a special promotion
- **Offer Tastings** for interested groups to hold their event
- **Staff & Purveyor Incentives** for supplying contacts

Faxing, Emailing, Snail Mailing

- **Everyone on database on a regular basis**
- **Special Events, Promotions, Coupons**
- **Menu's and Mini Press packet**
- **Contests**

Repeat Customers and to get Returning Customers CUSTOMER FEED BACK

- **Possible Punch Card** for each purchase with reward when all full. The punch card can also give them a discount
- **Recognizing Regulars** and offering them on occasion a small token/freebie
- **No Customer Leaves WITHOUT** some type of information about upcoming events
- **Comment Cards** to gage input and advice

Cable TV

- **Possible Local Origination Show Produced**
- **Rates for Production and Air Time**