**A “Taste of Your County”**

OBJECTIVE: Students will use management decision-making skills to complete all the necessary tasks of staging a tasting event.

MATERIALS NEEDED: Computers; projector; Internet; paper and printer for print items

PROCEDURE:

You are the Chairperson of the “Taste of Your County (you supply the name of your county)

Committee.” Your goal is to ensure 100% occupancy by restaurants located within YOUR county.

**You have space for 45 booths.** The event will take place onpick a date.Your duties are as follows:

1. Determine your target market (who you want to draw to your event).
2. Selecting the restaurants that will participate (plan for *variety*).
3. Decide on admission charges.
4. Plan the arrangement of the floor plan for the event.
5. Secure the site (must be in *your* county). Look up the location on Internet.
6. Decide how you will promote the event to the public.
7. What type of entertainment will participate? When? Variety?
8. Choose Advertising.
9. One direct mail (postcard or flyer)
10. One press release (story that tells who, what, where, when, and why) and you must include at least two quotes from someone who has participated in the past
11. One TV commercial (use multimedia software or a video production software)
12. One non-traditional promotion such as an airplane trailer, a “sandwich promo” walker, sky diver, etc.
13. Design a layout and floor plan and list the participating restaurants in their booth locations. (use word processing software).
14. What considerations did you take in deciding where to locate the participating restaurants ***within*** your chosen site?