

2016 international dinners: communications plan

Updated: Monday, March 7, 2016

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Overview

For their culminating project at Georgian, second-year culinary students are planning and preparing internationally-themed dinners from March 22 to April 14. All eight meals, taking place Tuesdays and Thursdays at 6 p.m. at the Barrie Campus Georgian Dining Room, are open to the public. Each event includes an hors d'oeuvres reception followed by a multi-course meal. Tickets are \$40.25 per person plus tax and gratuity and can be purchased at GeorgianCollege.ca/gdr.

Objective

- Create awareness of the event and increase attendance

Audience

- Public and media
- Staff and faculty
- Alumni
- Prospective students and influencers

Key messages

- Take your taste buds around the world
- Buy your tickets at GeorgianCollege.ca/gdr

Tools and tactics [paid and unpaid, organic]

Description	Audience	Responsibility	Timing
Write communications pieces for below			
News story on GeorgianCollege.ca	All	Mikaela Lefaive	March 16
Media advisory	All	Mark Hall	March 16 and 17
Staff News	Staff	Kristin Taylor	March 11 and 18
Facebook	All	Erik Snow	March 16 to April 19
Twitter	All	Erik Snow	March 16 to April 19
Events and important dates listing	All	Mikaela Lefaive	ASAP
Duckworth St. sign	All	Melissa Smith	March 18 to 20
Highway 400 sign	All	Melissa Smith	March 18 to 20
Prospect and influencer newsletters	Prospects/ influencers	Mikaela Lefaive	March 16
The Loop	Alumni	Kim Garraway	SENT

News story

Take your taste buds around the world: Georgian culinary students hosting eight international-themed dinners

Second-year culinary students on the verge of graduation are inviting everyone to come taste what they have learned at Georgian College. For their culminating project, these chefs-in-training are working in teams to plan and prepare eight internationally-themed gourmet dinners. The dinners will take place on Tuesdays and Thursdays from March 22 to April 14 at the Georgian Dining Room, located in the hospitality building at the Barrie Campus.

Each meal will focus on one geographic region and include a reception with hors d'oeuvres at 6 p.m. followed by a four-course meal starting at 6:30 p.m. Dates are as follows:

- Europe: Tuesday, March 22 and Thursday, April 7
- Asia: Thursday, March 24 and Tuesday, April 5
- Americas: Tuesday, March 29 and Thursday, March 31
- Mediterranean: Tuesday, April 12 and Thursday, April 14

Every aspect of each meal is designed and executed by hard-working students. Not only will guests enjoy fine food and service, they'll also be supporting the next generation of local culinary talent.

Tickets are \$40.25 per person (plus tax and gratuity) and must be purchased in advance at GeorgianCollege.ca/gdr under the *Dining* tab. You can also click through to full menu details.

Media advisory

Georgian culinary students hosting eight international-themed dinners

WHAT

Second-year culinary students on the verge of graduation are inviting everyone to come taste what they have learned at Georgian College. For their culminating project, these chefs-in-training are working in teams to plan and prepare eight internationally-themed gourmet dinners. The dinners will take place on Tuesdays and Thursdays from March 22 to April 14 at the Georgian Dining Room, located in the hospitality building at the Barrie Campus. Each meal will focus on one geographic region and include a reception with hors d'oeuvres followed by a four-course meal.

WHO

- Second year students in the Culinary Management program
- Everyone is invited to attend

WHEN

- Reception with hors d'oeuvres at 6 p.m., followed by a four-course meal starting at 6:30 p.m.
 - Europe: Tuesday, March 22 and Thursday, April 7
 - Asia: Thursday, March 24 and Tuesday, April 5
 - Americas: Tuesday, March 29 and Thursday, March 31
 - Mediterranean: Tuesday, April 12 and Thursday, April 14

WHERE

- Georgian Dining Room, Barrie Campus, E Building, One Georgian Dr., Barrie, ON

CONTACT

Mark Hall, Senior Communications Specialist, 705.728.1968, ext. 1008 or mark.hall@georgiancollege.ca

Staff News

Take your taste buds around the world

Second-year culinary students on the verge of graduation are inviting everyone to come taste what they have learned.

For their culminating project, these chefs-in-training are working in teams to plan and prepare eight internationally-themed gourmet dinners. The dinners will take place on Tuesdays and Thursdays from March 22 to April 14 at the Georgian Dining Room in Barrie.

Each meal will focus on one geographic region and include a reception with hors d'oeuvres at 6 p.m. followed by a four-course meal starting at 6:30 p.m. Dates are as follows:

- Europe: Tuesday, March 22 and Thursday, April 7
- Asia: Thursday, March 24 and Tuesday, April 5
- Americas: Tuesday, March 29 and Thursday, March 31
- Mediterranean: Tuesday, April 12 and Thursday, April 14

Tickets are \$40.25 per person (plus tax and gratuity) and must be purchased in advance at GeorgianCollege.ca/gdr, under the *Dining* tab. You can also view full menus on that webpage.

Twitter

- International dinners: Support chefs-in-training and take your taste buds around the world. Learn more (link to news story on GeorgianCollege.ca).
- Come to internationally-themed dinners featuring fine food carefully prepared by culinary students. Learn more (link to news story on GeorgianCollege.ca).

Facebook

- Take your taste buds around the world! From March 22 to April 14, check out internationally-themed gourmet dinners at the Georgian Dining Room. Each meal is carefully planned and executed by culinary students as their culminating project. Tickets are \$40.25 for hors-d'oeuvres and four delicious courses (link to news story on GeorgianCollege.ca).
- Yearning for Europe? Mad for the Mediterranean? Antsy to see Asia? International dinners hosted by culinary students are the next best thing! Taking place from March 22 to April 14, these dinners are guaranteed to take your palate on an adventure. Buy your ticket today and support chefs-in-training! (link to news story on GeorgianCollege.ca)

Events and important dates listing

International dinner: _____ [Europe, Asia, etc.]

POSTING DETAILS

When: Reception with hors d'oeuvres at 6 p.m., followed by a four-course meal starting at 6:30 p.m.:

- Europe: Tuesday, March 22 and Thursday, April 7
- Asia: Thursday, March 24 and Tuesday, April 5
- Americas: Tuesday, March 29 and Thursday, March 31
- Mediterranean: Tuesday, April 12 and Thursday, April 14

Where: Georgian Dining Room, Barrie Campus

DESCRIPTION:

Second-year culinary students on the verge of graduation are inviting everyone to come taste what they have learned.

For their culminating project, these chefs-in-training are taking taste buds around the world. All eight international dinners are taking place at the Georgian Dining Room at the Barrie Campus.

This dinner, focused on _____ (Europe, Asia, etc.), includes a reception with hors d'oeuvres and a four-course meal.

Tickets are \$40.25 per person (plus tax and gratuity) and must be purchased in advance at GeorgianCollege.ca/gdr.

Duckworth St. sign

CULINARY STUDENTS
SERVING UP INT'L FOOD
MARCH 22 TO APRIL 14
TAKE YOUR TASTE BUDS
AROUND THE WORLD:
GeorgianCollege.ca/gdr

Highway 400 sign

CULINARY STUDENTS
SERVE UP INT'L FOOD
STARTING MARCH 22

The Accelerator

Take your taste buds around the world

Second-year culinary students on the verge of graduation are inviting everyone to come taste what they have learned. For their culminating project, these chefs-in-training are working in teams to plan and prepare eight internationally-themed gourmet four-course dinners.

- Tuesdays and Thursdays
- March 22 to April 14
- Georgian Dining Room in Barrie
- Tickets are \$40.25 and must be purchased in advance

RESERVE YOUR TABLE GeorgianCollege.ca/gdr

Taste the world in the Georgian Dining Room



Our second-year culinary students invite you to their four-course international dinners at the Barrie Campus. They run on Tuesday and Thursday evenings from **March 22 to April 14** and each one features a different theme. The ticket price is \$40.25 per person, plus tax and gratuity. Reservation and pre-payment is required.