



Special Dinner Planning Document

Fill this out and send a copy to your Regional Chef, Carl Chambers, Marketing Director, Mike O'Donnell, and your DO, at least 6 weeks before the date of the event.

1. What is the event?
2. When are you planning on having the event?
3. Why are you doing the event?

Details to consider;

1. How many people will be invited? _____
 - a. Special Dinners require more finesse so limit the invites to 30 unless Chef ok's a larger number.
2. What is the menu? Send a copy of the proposed menu to everyone.
3. Is there a charge for this event? If so, how much? _____
4. How much additional revenue will this event generate? _____
5. Run an analysis – cost vs. margin – is this profitable?
6. Are you working with a vendor or sponsor?

How are you marketing the event?

1. Email blast
2. Facebook
3. In store POP
4. Hand delivering invites
5. How can the vendor/sponsor help market the event?

Do you need anything extra for the event?

1. Dishes or glasses
2. Chafers and sternos
3. Linens
4. Chairs or tables
5. Food ordering
6. What staff will work the event, do I need extra hands?

Do I have Chef Carl's Ok to proceed? Y____N____

Do I have my DO's ok to proceed? Y____ N____

If you answered yes to both questions above, you may proceed and throw a great party! Good Luck