



Event Management

PROPOSAL

Ginger Palmisano

March 26, 2017

Presented By:

Jennymar Torres





Introduction

The Concierge Elite is a luxury concierge company that focuses on creating unique experiences and assisting with all wishes and needs for all of their clients. The company's office is located on Bahía Plaza Residences at Paseo Caribe, which currently is the newest place to be in Condado. Generally, the company serves as a personal concierge for Bahía Plaza residents providing services which can include: dinner, tour and hotel reservations, transportation arrangements, package receiving and delivery to their apartment, lunch delivery, doctor appointments, pet sitting among others.

My purpose with this Capstone Thesis Project is to study the impact of daily Facebook posts and Tweets for a small concierge company in order to determine its impact on the tourism in Puerto Rico with the increase of likes and follows and its effects on booking The Concierge Elite's services.

This event will help to promote The Concierge Elite's services and facilities in order to increase their branding and gain recognition as the best luxury concierge in Puerto Rico. Also, it will help to promote the newest Elite services for Bahía Plaza residents.

Event Overview

In order to promote The Elite Concierge Services exclusive for Bahía Plaza residents, the luxury concierge company is hosting an appreciation brunch for its residents. This local event would invite part of the Elite's target audience to attend an afternoon among mimosas, authentic food and great music where Bahía Plaza residents can interact with our team and also know about the newest Elite Concierge Services for them. During this event, Bahía Plaza residents will be enlightened by our hostess Yizette Cifredo, that will give an informal presentation about the services and facilities provided by the luxury concierge company.

The event will be taking place on Sunday, March 26, 2017, starting at noon on the library at Bahia Plaza Residences at Paseo Caribe in Condado. This brunch will be a great opportunity for residents to connect and engage with our team giving us feedback about their experiences having The Concierge Elite as their primary concierge. As an energizer activity, residents will be educated by motivational guest speaker Silverio Perez, who will give a short presentation about the some of the unique places of interest hidden in Paradise.

As a musical surprise, guest will be entertained by the rhythms of Batucada Union. Since The Concierge Elite is focused on increasing their services booking while promoting Puerto Rico's tourism, their primary target audiences are males and females within the age range of 35-45 years. Their annual income level is between \$100K-\$150K. They are graduated entrepreneurs and professionals with high education levels. They live in New York, Boston, Miami and in the Metropolitan area of Puerto Rico.

This appreciation brunch will be the perfect platform to present to Bahía Plaza residents the company's services and tours around the island in order to increase its bookings.

Our Understanding of Your Needs

Event Name	Bahía Plaza residents appreciation Brunch!
Date	Sunday, March 26, 2017
Location	Bahía Plaza Residences Library
Projected Attendees	25-35
Event Theme	The Concierge Elite's exclusive services for Residents
Key Messages	As a residential luxury concierge company, The Concierge Elite announces the newest services exclusive for Bahía Plaza residents.
Strategic Goals	<p>Provide an engaging opportunity for residents to learn more about our newest concierge services.</p> <p>Increase the booking of The Elite Concierge services for Bahía Plaza residents.</p> <p>Engage and network with residents in an appreciation activity.</p> <p>Promote our personalized tours around the island.</p>

Venue

Actual Bahía Plaza Library



The event will be taking place in the library at Bahía Plaza Residences. The library is located on the 4th floor of the residential building. The indoor library offers great ambiance with an amazing city view. The warm and quiet room has all the amenities needed for this event with a maximum capacity of 40 guests. Guest can use the restrooms which are conveniently located inside the library. The library has comfortable sofas and chairs, also has a pool table and a bar area to serve the mimosas. The library will be modified according to the event needs taking into consideration that food and beverages will be served during this activity.

The appreciation brunch will be catered by Piscalabis, an outside catering company owned by Dennis Vélez. Chef Vélez will be cooking a customize a menu for this appreciation brunch for Bahía Plaza residents. Also, Chef Vélez will be bringing his team, which includes two serves, one chef for a station and the necessary equipment to cater this activity. The menu items have been discussed with Luis Alvarez and Chef Vélez in order to cater the resident's needs and preferences. Additional allergen-free items will be served among the culinary delicacies.

Budget

ESTIMATED FEE COSTS		
<i>Description</i>	<i>Time</i>	<i>Cost</i>
Venue Sourcing and Inspection Refundable Fee	4 hrs	\$500
Securing Suppliers: AV, Catering Services, Photography, Speakers, Music	1 day	\$4,761
Event Set Up	8 hrs	\$3,000
Post Event Wrap Up	2 hrs	\$100
TOTAL		\$8,361

Budget

ESTIMATED HARD COSTS		
Description		Cost
Venue Contract & Permits	1	\$500
Audiovisual Imagivisión 4 hrs. Mic, tripod, HD videography, Lights, Edition work & final work	1	\$1,000
Piscolabis Catering Services 1 Chef, 2 servers, Customized Menu, Equipment	1	\$1,561
Zuania Photographer	1	\$500
Batucada Union Music	1	\$500
Guest Speakers Yizette Cifredo & Silverio Pérez	2	\$700
Event Set Up Akua	1	\$3,000
Post Event Bahía Plaza Residences Cleaning Fee	1	\$100
Event Giveaway Prices Spa certificates, Tours, Dinners		\$1,000
Advertising		\$200
TOTAL		\$9,061
TOTAL PROPOSED BUDGET		\$9,100.00

Budget

The Concierge Elite will hire services from the following outside resources for a one-day event:

- Event Set-Up & Design: Akua will be providing Fine China, Silverware, Glassware, Flower arrangements, table and chairs & event set up and breakdown. <http://akuapr.com/site/>
- AV and videography: Imagivisión will include HD videography, mics, tripod, stage lighting, audio and a technician on the event. <https://vimeo.com/119760930> (video reel and contact info)
- Photography: Zuania <http://www.zuania.com>
- Catering Services: Piscalabis will include customized menu, 2 servers, 1 chef & equipment <https://www.facebook.com/piscalabisfoodtruck/>
- Music: Batucada Union <https://www.facebook.com/batucadaunion/>
- Guest Speakers:
 1. Yizette Cifredo: <http://yizettecifredo.com>
 2. Silverio Pérez: <http://silverioperezpr.com>

The Concierge Elite needs to pay 50% of the total cost for each outside resource hired in order to book their services ahead of time. The final payment will be provided on the day of the event.



Piscolabis Catering

gourmet food & fine dessert



Información Cliente:	Información Actividad
Nombre: Concierge Elite	Nombre:
Dirección:	Persona Contacto: Luis Alvarez
	Fecha: 23 de marzo de 2017
	Lugar: Bahía Plaza: Paseo Caribe
Teléfono: 1-917-289-0925	Horario: 12:00-4:00 pm
Fax:	# de Personas: 40
Cel: 787-410-2243	Email: lavarez@theconciiergeelite.com

COTIZACION

Menú Diseñado para Actividad

Menu

<i>Bandejas de Quesos y Cortes Frios</i>	<i>2 bandejas</i>
<i>Croquetas de Rissotto Mamposteo</i>	<i>70 piezas</i>
<i>Ceviche de Mahi- Mahi con Parcha</i>	<i>6 lb</i>
<i>Arepas de Maiz y Coco rellenas de Bacalao Guisado</i>	<i>70 piezas</i>
<i>Rollitos de Churrasco y Amarillo en Salsa de Guayaba</i>	<i>70 piezas</i>
<i>Tostones rellenos de Spicy Crab Salad</i>	<i>70 piezas</i>
<i>Tostones de Alcapurria rellenos de Corned Beef y Aguacate</i>	<i>70 piezas</i>

<i>Equipo, Freidor, Bandejas Ect.</i>	
<i>Servicio de Moso (2)</i>	<i>\$250.00</i>
<i>Chef Attendance (1)</i>	<i>\$125.00</i>
<i>Sub Total</i>	<i>\$1,400.00</i>
<i>IVU</i>	<i>\$161.00</i>
<i>Total</i>	<i>\$1,561.00</i>

PISCOLABIS CATERING
María Acosta, Dennis Vélez
PO. Box 1217 Toa Alta Puerto Rico, 00954 Tel: (787)361-7282, (787)448-6837

Promotional Plan

For this particular event our goals are:

- Create a genuine interest in Bahía Plaza residents to participate on this appreciation brunch.
- Provide valuable information regarding the newest concierge services
- Stimulate the demand and sales by the increase of bookings.
- Reinforce The Concierge Elite image as the primary company that provides luxury services to Bahía Plaza residents.

In order to succeed with these goals, our strategy to create interest and awareness of this event, we are going to promote the Brunch in various promotional tools.

- **Advertising**

Social networks

Social networks make it easier for people to share ideas, content, thoughts and relationships on the internet. One of the great benefits that we will obtain is that we will keep all future and current customers informed of all that is happening with The Concierge Elite services and facilities, no matter where we are in a fast and simple way. We can use written content, infographics, images or in form of video and disseminate this content to our followers, providing them with interesting and value-added information that will help them when deciding to buy our services, in a very economic way. It also gives us insights of the preferences of our target market in order to produce future marketing strategies.

A. Facebook- Facebook is the largest social network with the largest users in Puerto Rico. The advantage of promoting The Concierge Elite's events, tours, services, and facilities will be greater visibility and access to customers and futures since it is likely that our target customers are already on Facebook and spend a lot of time in participating in this network. By interacting and conversing with our followers we will gain more knowledge of their needs and a closer approach, in a simple and dynamic way allows us to update or upload content of importance. We can create a Facebook Event of The Concierge Elite Page on this social network that promotes this appreciation brunch for the Residents at Bahía Plaza. The Concierge Elite social media team will create a campaign objective and will set up a budget to promote this event. We will carefully choose our audience in order to keep this in-house event exclusively for Bahía Plaza residents. The Concierge Elite's Social Media Coordinator will develop promotional infographic and upload it to the Facebook page, giving hints of what are the things that they will experience while attending the event.

B. Instagram - with the Instagram we can instantly upload photos and videos of our promotional activities that we will have on the island. We will focus these images and videos on product and activity testing with our product image. We can promote this event with creative images and create unique hashtags like #BahiaBrunch #LuxuryBrunching encouraging Bahía residents to share their pictures on their social media platforms using these hashtags.

C. Twitter - with this viral marketing tool and communicates instantaneously and spontaneously with our followers, carrying a message of the luxury services provided by our company but also it will help to promote the different places of interest Puerto Rico has. We will create the indirect need and create awareness of all the benefits that you can have when using our services in a consecutive, original, fun and shocking way in the minds of our followers without overwhelming or be tiring to them. This event can be shared through this instant social media network, before, during and after the event takes place. It will increase curiosity and genuine interest if we share the names of photos of our guest speakers for this particular event.

- **Direct Mail**

We will also promote this event for the Bahía Plaza residents in two ways:

A. Doorstep-to-doorstep- The staff at Bahía Plaza will be delivering door to door a personal invitation to each of the residents and will invite them to assist to this event. By doing a personal delivery of the invitation the residents will feel appreciated that we took the time to have someone face to face that invite them to this appreciation brunch.

B. Email - is our fast communicator to reach our customers. By e-mail, we will send a friendly reminder to 'save the date' for the upcoming special event to the residents. Instead of sending an email blast, we will personalize the email to each of the Bahía Plaza residents.

- **Website**

Our face and link with all the people interested in our luxury services. On our website, you will find information about who we are, what we sell, the importance of using us, how to communicate with us and where to call us. Visitors can make purchases of services, tours. We will publish our offers and promotional activities as they arise. We will also be able to obtain information about the type of customer that visits us (user profile), preferences and tastes, needs and complaints of the same, with this information we will know where we are standing and the adjustments we must make to reach more visitors and information from them. We will be promoting this event on our website and write a blog post after.

Program



Appreciation Brunch for Bahía Plaza Residents

Sunday, March 26, 2017

Attendees:

Bahía Plaza Residents

Paseo Caribe Address

25 Ave Muñoz Marín Bahía Plaza
San Juan 00901 USA Phone: 787-522-5555

Key Contacts Information

Mr. Luis Alvarez	Founder	1-787-410-2243
Mr. Victor Rodríguez	Manager	1-787-522-5555
Mrs. Diara Valdés	Special Events Coordinator	1-787-522-5555
Mrs. Jennymar Torres	Marketing & Social Media Coordinator	1-787-421-2468

AGENDA

Sunday, March 26, 2017

- 8:00am-12:00pm Event Set up & Design by Akua. The company will place tables and chairs according to the needs of the event. Decorations will be places on the tables among with Fine China, Glassware, Silverware and Flower arrangements. Catering Services also will be starting their preparation for the brunch. Imagivisión tech (AV and videography) will arrive 2 hours prior the event to set up properly and souncheck. Guest Speakers & Batucada Unión's soundcheck will also be during this time.
- 12:00-12:30 pm Registration at Bahía Plaza Library. Residents will arrive from the main elevator directly to the 4th floor where the event will be taking place. Guest will be received by Mrs. Diara Valdés and Mr. Victor Rodríguez at the registration table.
- 12:30-12:50 pm Warm welcome for Bahía Residents by guest speaker Yizette Cifredo. Servers will be tray passing mimosas and small tapas upon arrival.
- 12:50-1:00 pm Mimosas glasses and plates pick up by servers.

1:00-2:00pm	Brunch service. Residents will be passing by live omelet stations and also be serve by Piscalabis Catering Company. Cocktails, Mimosas, Juices Coffee and Tea will also be offer to our guest. Batucada Unión first intervention while guest enjoy the brunch.
2:00-2:30 pm	"Why Puerto Rico is the best place to live in" by motivational guest speaker Silverio Pérez.
2:30-2:45 pm	Meet The Elite Team presentation by Luiz Alvarez, Founder of The Concierge Elite.
2:45-3:00 pm	Event giveaway prizes hosted by Yizette Cifredo
3:00-3:30pm	Musical presentation second intervention by Batucada Unión
3:30-3:45pm	Meet the Elite Services: Exclusive for Bahía Plaza Residents Presentation by guest speaker Yizette Cifredo & Luis Alvarez. Guest will have an exclusive preview of the newest Elite Concierge Services for Bahía Plaza residents.
3:45-4:00pm	Q & A section with Luis Alvarez and The Concierge Elite Team
4:00-4:30 pm	Fond Farewell from The Concierge Elite Team & Networking time.
4:30-5:00pm	Event wrap up and final pictures of the The Concierge Elite Team, guest speakers and Residents.
5:00-9:00pm	Post Event clean up, Library will go back to original set up. Akua will take all chairs, tables, Fine China, Glassware, Silverware and Flower Arrangements. Bahía Plaza Residence janitors will clean after the place is empty. The Concierge Elite Team will help will the breakdown set up and will make sure everything is up to the standards.

03.26.17

BAHIA RESIDENTS BRUNCH

Hosted by The Concierge Elite

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12:00PM	REGISTRATION AT THE LIBRARY
12:30PM	WELCOME MIMOSAS & TAPAS
1:00PM	BRUNCH TIME
2:00PM	GUEST SPEAKER: SILVERIO PEREZ
2:30PM	MEET THE TEAM
2:45PM	EVENT GIVEAWAY
3:00PM	MUSICAL INTERVENTION
3:30PM	MEET THE ELITE SERVICES
4:00PM	FAREWELL & NETWORKING

Evaluation

In order to evaluate this event's success, we need to keep in mind which is The Concierge Elite's overall objectives and goals.

Like stated previously for this particular event we want to:

- Create a genuine interest in Bahía Plaza residents to participate on this appreciation brunch.
- Provide valuable information regarding the newest concierge services
- Stimulate the demand and sales by the increase of bookings.
- Reinforce The Concierge Elite image as the primary company that provides luxury services to Bahía Plaza residents.

During this event, we will present the newest Elite Services exclusively for Bahía Plaza Residents. Therefore, we want to increase the booking of the services as well as the tour arrangements and personal concierge services. We want to stay in the heart and mind of the residents at Bahía Plaza because they are our primary clients that can also spread the word as free advertising for our company.

After the event takes place, we will provide a QR code questionnaire on the back of the event's agenda given to the Bahía Plaza residents. During the event, we will ask the residents their feedback about the event. This will a great strategy to motivate them to participate in a quick survey about the event with great giveaways as part of the incentives for taking this survey. We want to measure the engagement between the residents and The Concierge Elite (TCE) as well as their willingness to participate in future events hosted by TCE.

Also, we want to measure The Concierge Elite's team sales with this newest services. We will make a monthly chart of the team and which services did they book and what was the overall sales. This chart will help us to know who is the best sales person and which service is the most requested by residents. We will have an incentive as a reward for the top seller.

Additionally, we will measure the overall activities of The Concierge Elite's social media pages and website before, during and after this event. This will help us to see the engagements of the posts, live videos, and photos shared on the event using the hashtags #BahiaBrunch #LuxuryBrunching. This will help us to know if Bahía residents shared their pictures on their social media platforms using these hashtags as part of our social media advertising strategy. Besides, we will measure on April 26, 2017, the overall sales in comparison to the previous month to see if The Concierge Elite increase their sales after hosting this appreciation brunch.

Inspiration Board



INSPIRATION BOARD
*for The Concierge
Elite*



Inspiration Board

