

EVENT MANAGEMENT – PRODUCT LAUNCHING



TO CREATE AN EXCEPTIONAL CONFECTIONERY WORKSHOP EXPERIENCE FOR MY RESTAURANT GUESTS, I SHOULD CONSIDER THESE ELEMENTS:

1. Food:

- Offer a variety of confectionery treats made during the workshop as part of a special menu or dessert selection.
- Showcase the workshop's creations, like cookies, cakes, or chocolates, as options for guests to enjoy.

2. Drinks:

- Complement the confectionery theme with specialty drinks, such as confection-inspired cocktails or mocktails.
- Provide hot beverages like coffee, tea, or hot chocolate to pair with the sweets.

3. Ambiance:

- Decorate the restaurant with a confectionery theme, using pastel colors, candy-themed decor, and dessert displays.
- Create a cozy and inviting atmosphere with comfortable seating and dimmed lighting.

4. Music:

- Play background music that fits the theme, like jazz or classical tunes, to enhance the dining experience.
- Live music featuring acoustic instruments can add an extra touch of sophistication.



Some ways i can develop my ideas:

1.Negotiate advertising on barter about my workshop with other restaurant business owners who also run similar projects.

2.Collaboration:

Consider collaborating with local suppliers for ingredients or equipment.

3.Certification:

Provide certificates of participation to attendees to add value to their experience.



Short case study about a successful product launching of a confectionery workshop at a restaurant

Key Steps and Strategies:

1. Market Research: To conducted market research to understand the demand for confectionery workshops in the local area. This helps tailor our workshop offerings to customer preferences.
2. Professional Instructors: The cafe collaborates with local confectionery experts and pastry chefs to lead the workshops, ensuring participants would learn from skilled professionals.
3. Marketing Campaign: The cafe launches a targeted marketing campaign on social media, emphasizing the unique experience of learning confectionery in a charming cafe setting.
4. Test Run: Before the official launch, we plan to conduct a free, small-scale workshop for loyal customers and gathered feedback to make improvements.



Results:

1. Increased Social Media Presence: The cafe's social media engagement grew significantly, with participants sharing their creations and experiences online.
2. Positive Reviews: Participants shared information about the hands-on experience and the high-quality instruction, leading to positive word-of-mouth marketing.
3. Cafe's profit increase: Many workshop attenders became regular customers of the café, increasing cafe's income .



An online marketing campagne to promote this event

Campaign`s Name: "Sweet Delights Workshop - Unleash Your Inner Baker"

Duration: 2 weeks prior to the event

Goals:

- 1. Increase workshop registrations.**
- 2. Build excitement and curiosity about the workshop.**



Campaign Components:

1. Social Media Teasers:

We will post a series of visually attractive teaser images or videos on our social media channels (Facebook, Instagram) hinting at the upcoming confectionery workshop. We will use captions like “Get ready to create sweet masterpieces.”

2. Workshop Webpage:

Create a dedicated webpage on your website with essential event details, including date, time, location, and a simple registration form.

3. Workshop Highlights:

We plan to share engaging content about what participants can expect at the workshop, such as hands-on experience, expert guidance. We will vibrant images and short videos.

4. Early Bird Registration:

We want to announce early bird registration discounts for the first 10 participants, creating a sense of urgency.



**Thank
You!**

