**WORKSHOP**

**Marketing and Event Management in Restaurant Business**

**Research Projects**

**Aim of the Research Project**

* To research a topic that interests you and could be of use to you in the future

**Instructions for Research Project**

* Work individually or in a group if it is possible up of 3 or 4 people; note allocate responsibilities; avoid excessive debates
* Choose one project from 1-18 that interests you or your group or offer another similar topic
* No two individals or groups should work on the same project

**Share Findings**

Maximum 10 mins per project to share your most interesting findings with the delegates, followed by a brief debate (max. 5 mins).

Enjoy the challenge!

1. **Emotional Intelligence vs Artificial Intelligence**

Conduct on-line research to find out the difference between emotional and artificial intelligence.

How each od them can be used to benefit restaurant business.

Which one is more important for a sucessful restaurant marketing campagne?

1. **Technology of the Future**

As the marketing director of a restaurant, you are responsible for creating a social media post about a new technology feature being released this year.

Make a Power point presentation to illustrate the new technology, and write a short post explaining the advancement to your social media followers.

1. **Social Media Influencers**

Make a Power Point presentation about social media influencers for restaurants or food.

Select two social media food influencers.

Pick one who you believe is sucessful and enthusiastic in their endorsements and one who you believe is not.

Create a slide presentation that includes both social media influencers and the reasons you believe they are legitimate and sucessful or not.

**4. Understanding Ratings – Marketing on the Internet**

Identify a major market city (e.g., New York, Paris, London, LA, Rome, etc.). Use the Internet to examine the rankings of restaurants in the market. (TripAdvisor is a great starting place for this as you can filter your searches.)

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Select two to three restaurants in each rating (5-star, 4-star, and 3-star). Compare the star ratings on TripAdvisor, Expedia, and another website you select.

* Look at how the restaurants rate themselves and describe the amenities they offer on their own websites. Identify the commonalities and differences, based on the ratings. After reading the reviews, conduct an analysis identifying the pros (what guests like) and cons (what guests do not like) of each restaurant. Describe how you might improve the restaurants.

**5. For-Profit Restaurant Concept**

Restaurant concept is a general idea about the experience a restaurant offers. It defines the overall theme or idea behind a restaurant, including cuisine, service style, music, and menu design.

Consider what makes a successful restaurant concept centered around a marketing idea.

The team will create a for-profit restaurant concept.

1. Virtual Restaurants or Ghost Restaurants: the newest concept trend
2. Shophouse: the concept that stems from street food
3. Single-product restaurant: the concept for operational efficiency
4. Gastropub: the concept that caters to foodies
5. Specialty coffee shop: the concept centered around quality
6. **RestaurantPromoting Ideas**

Working with a small group, choose a specific restaurant to promote.

Develop a plan to bring more people to the restaurant.

Identify what features of the restaurant you can promote in your campaign.

Design a social media marketing plan that appeals to both local paople and tourists.

Create the concept and graphics for the campaign.

Think about what motivates each of these groups to come to a certain restaurant.

Use techniques that will target these motivations.

1. **Marketing Plan**

Individually or with a partner, design a new quick-service restaurant concept. Describe the restaurant, including your target markets and market segmentation.

Explain what will set your business apart from others.

Describe one digital media campaign you will use to market the restaurant.

Present your concept to the other seminar participants.

1. **The Improvement Plan**

You are the owner of a fine dining restaurant located in an urban area. You notice that your key performance indicators are not up to industry standards. Check average is below industry standard, your prime costs are higher than they should be, and you have a very low revenue.

Work in small groups of three or four and formulate two ways to combat each of these three negatives. What is your plan? Be sure to include your ideas for improvement and whether there might be any negatives. Be creative in finding ways to raise check average and attract more guests to your restaurant at all times of the day, including off-times for the three standard mealtimes. Unique ways to improve, such as advertising campaigns and marketing activities, should be included.

Present your ideas to other seminar participants.

**9. Event Management – Poetry Evening**

Create an unforgettable poetry evening at your restaurant. Think about the ways you can bring poetry closer to the guests, through food, drinks, ambiance, music...

Conduct on-line research to find out in which ways you can develop your ideas.

Find a case study or a short video about a sucessful poetry evening at a restaurant.

Develop a marketing plan to promote the evening and attract guests, influencers, blogers...

Cerate an on-line marketing campagne to promote this event.

1. **Event Management – Product Launching**

Create a sucessful product launching at your restaurant. It can be a product of your choice.

Think about the ways you can bring the prdouct closer to the guests, thrgough food, drinks, ambiance, music...

Conduct on-line research to find out in which ways you can develop your ideas.

Find a case study or a short video about a sucessful product launching at a restaurant.

Cerate an online marketing campagne to promote this event.

1. **Event Management – Battle of the Chefs**

**Collaborative chefs’ dinner**

A four-hands dinner is a type of collaborative chefs’ dinner where 2 or more chefs cook together for an unforgettable fine-dining experience. From delicious courses to expertly-paired wines...

**Chef swaps**

Inviting a guest chef gives old guests a reason to return and new guests a reason to book a table.

Conduct on-line research to find out in which ways you can develop your ideas.

Find a case study or a short video about a sucessful battle of the chefs at a restaurant.

Cerate an online marketing campagne to promote this event.

1. **Event Management – Battle of the Bartenders**

Organize a face-off between two or more bartenders. Let guests decide the winner, and create restaurant promotions around the cocktails they whip up.

Cerate an online marketing campagne to promote this event.

Conduct on-line research to find out in which ways you can develop your ideas.

Find a case study or a short video about a sucessful battle of the bartenders at a restaurant.

Cerate an online marketing campagne

to promote this event.

1. **Event Management – Cocktail workshop**

A bartender creating new drinks to add to your menu and bring in new guests. Take it a step further and have them teach customers how to make their favourite cocktails.

Guests learn to make 2 different, preselected cocktails. As an upsell, they offer a different package with finger foods and snacks.

Conduct on-line research to find out in which ways you can develop your ideas.

Find a case study or a short video about a sucessful battle of the bartenders at a restaurant.

Cerate an online marketing campagne to promote this event.

1. **Event Management – Young Entrepreneurs**

Create an unforgettable networking event at your restaurant. Conduct on-line research to find out in which ways you can develop your ideas.

Target specific groups like young professionals or women entrepreneurs and industries like slow food, vinery or farming...

Try to find a professional networking group.

Find a case study or a short video about a sucessful networking event at a restaurant.

Conduct on-line research to find out in which ways you can develop your ideas.

Cerate an online marketing campagne to promote this event.

1. **Restaurant with the Best Marketing Strategy**

Conduct on-line research to find out which is the best marketing strategy in your opinion.

* Identify the restaurant marketing strategies, products and services with the best features
* Select one of these strategies and suggest some ideas for products which can be created and offered to the restaurant market
1. **On-line vs Off-line Marketing Strategy**

Consider on-line vs off-line marketing strategies.

Write advantages and disadvantages of both marketing strategies.

Which one brings more business to restaurants?

Offer the best of both worlds.

Find a case study or a short video about a sucessful on-line vs off-line marketing strategy.

Conduct on-line research to find out in which ways you can develop your ideas.

1. **Marketing Strategies**

Visit three competing restaurants' websites, research thier marketing strategies, the then collate both positive and negative information about the marketing and performance of these restaurants.

Consider, for example, event management projects, awards/recognitions, guest perspectives and reviews and any other information you consider relevant to the marketing palns of these companies

Make a list of the key marketing issues and, on the basis of the information you have collected, evaluate each company.

Decide which restaurant has a better marketing strategy and justify your choice.

1. **Smart Restaurant Marketing**

Conduct on-line research to find out more about smart restaurant marketing.

Find a case study or a short video about a sucessful smart restaurant marketing campagne.

Consider using smart restaurant marketing for a new restaurant. How will this benefit the restaurant business? Develop your ideas.

Find a case study or a short video about a sucessful smart restaurant marketing.

Conduct on-line research to find out in which ways you can develop your ideas.