

# A Day in Paris: Marketing Plan

This marketing plan is intended to target residents and staff members from the Riderwood Community. We plan on promoting our theme meal through various advertising means so that our goal of 200 attendees will be achieved. Below is a list of written and verbal techniques that we will be using to market this event.

**Table tents:** Create a small flier with menu options to be placed at each table in the Potomac Cafe. These invitations will be placed one week prior to the event.

**Table Touches:** Information will be provided orally through table touches during lunch and dinner services at the various restaurants on the Riderwood campus. This will allow us to connect with the residents while still bringing attention to our theme meal.

**Poster:** One week prior to the event, we plan on hanging our event posters on community bulletin boards throughout the Riderwood campus. These posters will display the date, time and theme of our event.

**Channel 99 Broadcast:** We plan on filming and airing a commercial about our theme meal on Riderwood's channel 99 station one week prior to the event.

**Personal invites:** We plan to personally invite residents to our theme meal by dressing in costume and handing out fliers for our event. We will do this one week prior to our theme meal.