

Marketing & Branding



Steve DeAngelo - President
DeAngelo's Catering & Events, Inc.



Welcome

Housekeeping

Q & A

Attendee Profiles

Steve DeAngelo - President of
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Marketing & Branding Events

- **Successful Event Development**
- **Cultivating Public/Audience Engagement**
- **Event Promotions specific to Audience/ Areas**
- **Creating Sustainable Events**
- **Greening Recurring Events**
- **Tools & Resources**
- **Q&A**

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Successful Event Development

- **Scope & Objectives**
- **Identify Potential Partners**
- **Building Your Team**
- **Create Realistic Budgets**
- **Funding Thoughts**
- **Timely Check-In's**
- **Day Of Coordination**
- **Debriefing**

SCOPE & OBJECTIVES

- **Scope & Objectives**
 - **Who, What, When, Where, & Why, BUT How?**
 - **Community Engagement**
 - **Special Celebration**
 - **Groundbreaking, Public Space Opening**
 - **Annual Recurring Event**
 - **Street Fairs, Night Markets, Holiday Celebrations**
 - **Audience Identification**
 - **What Historical Data is available (if any)**
 - **Venue Identification**
 - **Permitting?**
 - **Sanitation**



PARTNERSHIPS

- Identify Potential Partners / Stakeholders
 - Venue Support
 - Local Main Street Organizations
 - Business Owners
 - Property Owners
 - Community Members
 - Government Entities
 - City, County, State (and their affiliates)
 - Parks & Rec, Community Development, CERT, Pw
 - Police, Local Fire Department
 - Travel Partners & Visitors Associations
 - Non-Profits
 - Public / Private CO-OP

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the RACI MODEL

- R** RESPONSIBLE 
"ENSURES WORK GETS DONE"
- A** ACCOUNTABLE 
"ACTUALLY EXECUTES THE WORK"
- C** CONSULTED 
"GIVES APPROVAL"
- I** INFORMED 
"GET FYI"

FUNDING THOUGHTS

- Your Entity's Financial Commitment
- Partnership Buy In
- Matches
- Fundraising
- Grants
- Create Multiple Sponsorship Levels / Areas
 - Kid Zone, Entertainment, Title and supporting
 - Gives & Gets
 - In Kind vs. Cash



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CHECK-IN'S

- **Timely Check-In's**
 - **Meeting Frequency**
 - **Dependent on Complexity**
 - **Monthly, weekly, daily**
 - **Who's on Board**
 - **Agenda with Time Allocations**
 - **Creating Teams**
 - **Committee reports to leadership**
 - **In Person vs. ZOOM**
 - **Does Less=More**



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EVENT DAY EXECUTION

- **Day Of Coordination**
 - Zone Management
 - Leadership Troubleshooting
 - Set Up/ Tear Down Crew
 - Volunteer Coordinator
 - Communication Plan (Radio protocols)
 - Active Shooter Training by Leaders Completed
 - Run/Hide/Fight (Video by FBI & DHS)
- **Outsourced Vendors**
 - Fire, Life & Safety Protocols met?
 - Lost & Found (including Children)
 - Sanitation (Restrooms, Garbage, Recycling)



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DEBRIEFING

- **Debriefing**
 - Evaluate Attendees (Guest Counts)
 - Vendor feedback (Survey Monkey)
 - Stakeholder engagement
 - Data Capture Point / Results?
 - What went well?
 - Areas for Improvement?
 - Too much? Too little?
 - Any Emergencies
 - Emergencies Handled Properly

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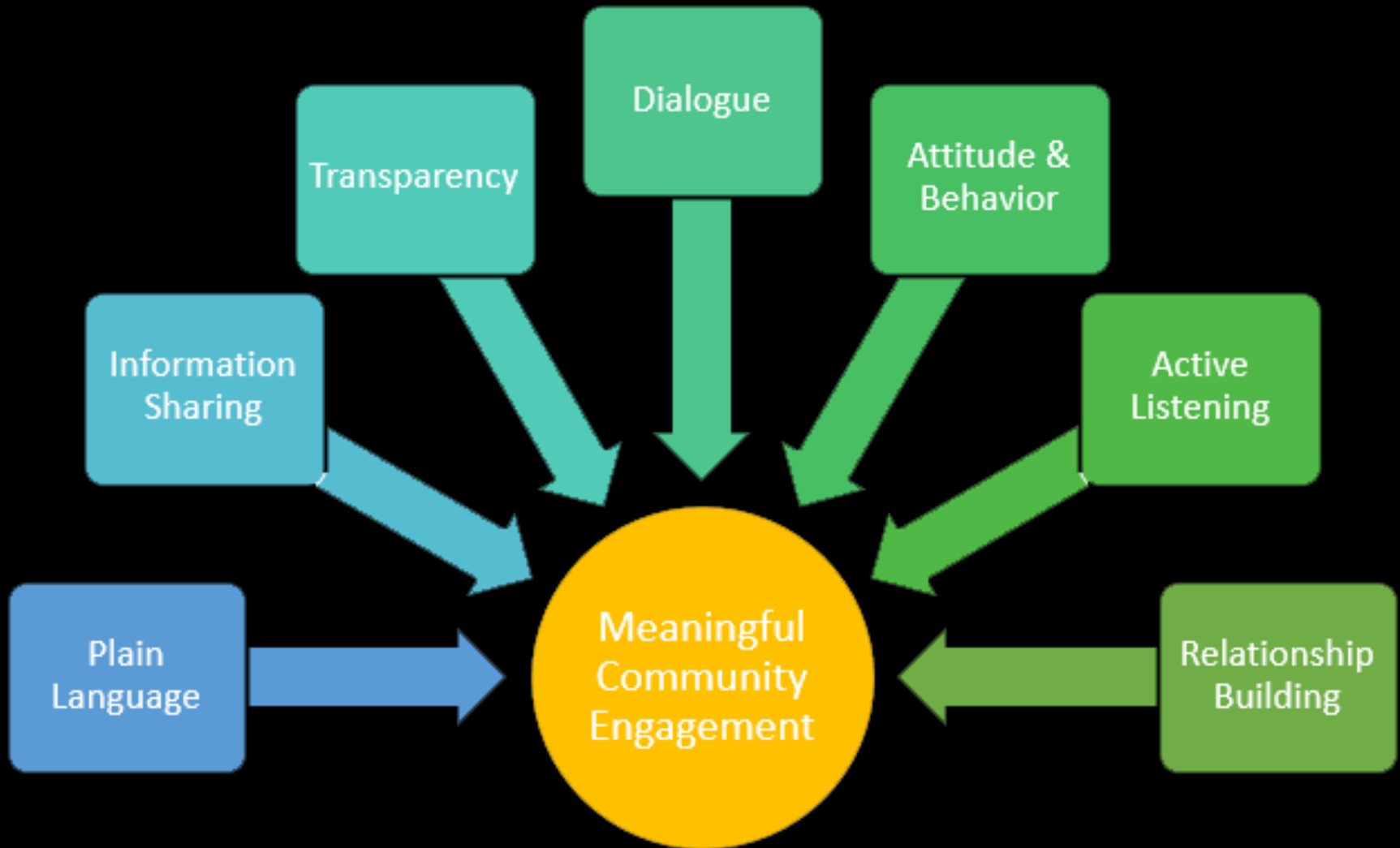
Marketing & Branding Events

- **Cultivating Public/Audience Engagement**
 - **Best Practices Simplified**
 - **Iterative Approach Method**
 - **Diversity, Equity, Inclusion**
 - **Community Engagement Buzzwords**
- **Event Promotions specific to Audience/ Areas**
 - **Case Studies**
 - **Community Engagement - Mural Project**
 - **Partnership Example- Taste of Tigard**
 - **Public Private Partnership – Musical Benches**

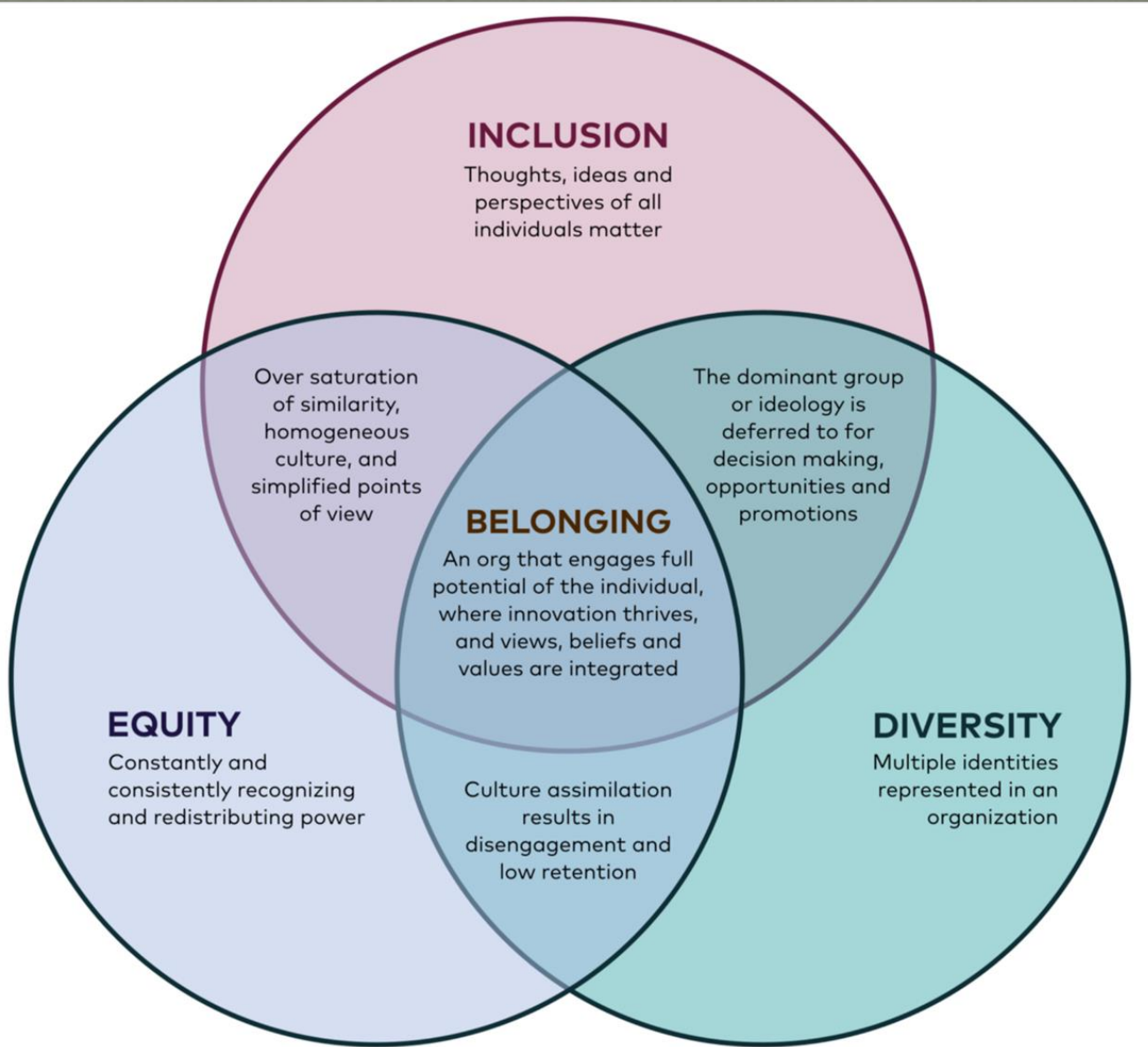
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COMMUNITY ENGAGEMENT - SIMPLIFIED



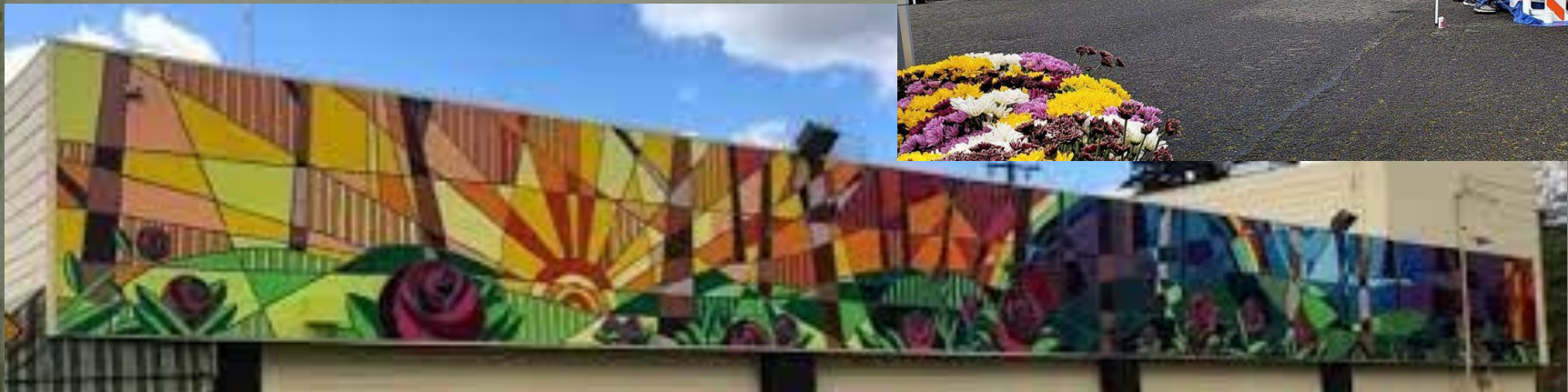
DIVERSITY, EQUITY, INCLUSION



COMMUNITY ENGAGEMENT-CASE STUDY



Winner! State of Oregon's Main Street Network names 'Building our New Landscape' mural as Outstanding Special Project of the year



PARTNERSHIP EXAMPLE –CASE STUDY



Stroll, Share, Savor

The Taste of Tigard Food Festival is an opportunity to sample some of the culinary innovations and tasty treats. This event recognizes food and beverage entrepreneurs who are cooking up something interesting, exciting and innovative in Tigard.

This festival is free and open to the public. It is held in conjunction with the Downtown Artwalk. Vendors will have samples, festival food items and specialty dishes for sale from 11 a.m. to 6 p.m.

This event made possible by: Din Tai Fung, Bailey's Burgers, Tigard Farmers Market, Tigard Taphouse and Tigard Spirits

PUBLIC PRIVATE PARTNERSHIP CASE STUDY

Tualatin Valley Creates (TVC) is growing Washington County's public art portfolio. Thanks to capital support approved by Washington County Commissioners, TVC will be commissioning four new artworks in what is being called Musical Benches Public Art Collection. Each will be strategically placed in order to highlight qualities of particular communities, enhance existing events, and/or to bring foot traffic to under-utilized areas.



TVC worked closely with its partners Forest Grove Public Arts Commission, Tigard Downtown Alliance, Art Design Situation and the City of Tigard, Beaverton Downtown Association and Beaverton Art Program, and Cedar Mill Business Association to develop the scope of this collection

Marketing & Branding Events

- **Creating Sustainable Events**
 - Sustainability – Defined
 - Strategy
 - Process
 - Triple Bottom Line

- **Greening Recurring Events**



Sustainability

- As defined by the World Commission on Environment and Development:
 - *“Forms of progress that meet the needs of the present without compromising the ability of future generations to meet their needs.”*



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Strategy

- **Creating a sustainability policy**

- **What practices are in place?**
 - **Additions to systems in place**
- **Are you strategic or tactical?**
- **Create A Green Team**
- **Forward Thinking – continuous improvement plan!**

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The Rule of R's

- Reuse
- Rent
- Reduce
- Recycle
- Re sell
- Repurpose

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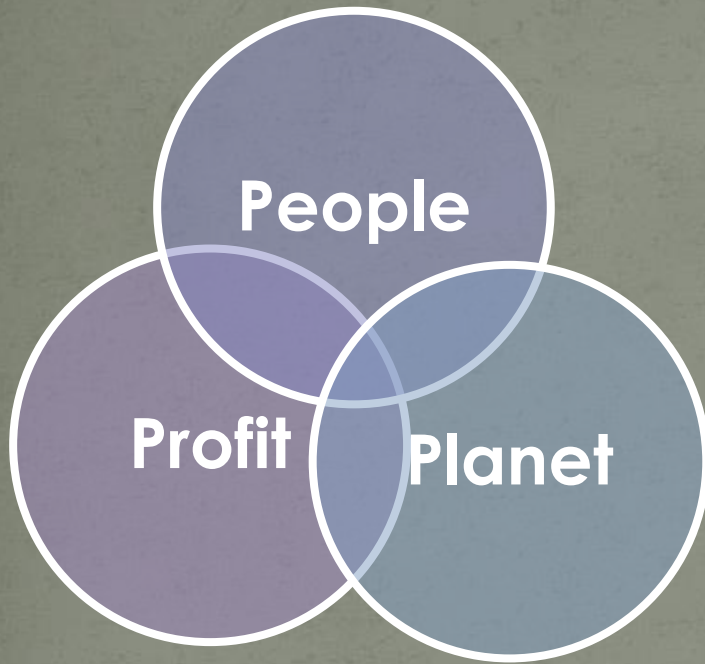


Our Sustainability Process: 10% more than the year before

- **Strategize** to commit to constant improvement
- **Involve** your team
- **Engage** your audience
- **Network** with other *Sustainable* minded Partners
- **Measure Success** using nontraditional tools



Triple Bottom Line



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CONCEPTS TO CONSIDER

- Donate Leftover Foods
- Waste Stream Management Plan
- Buy Locally & Seasonally
- The Rule of R's
- Durable Service ware Vs. Disposables
- Zero Waste Events
- Transportation Incentives



ZERO WASTE = E O L P

- Creating the EOLP – Pre event
- Execution of Services



Service Items

- Disposables
- Biodegradable vs. Compostable
- ASTM Standards D-6400
- Eliminating Single Serve Items
- Loosing a customer over a nickle



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Transportation Incentives

- Promote Alternatives
 - Employees
 - Bicycle
 - Carpool
 - Mass Transit
 - Walk
 - Attendees
 - Biodiesel buses



Wine Tours
99% Biodiesel

Offering wine tours and expeditions to intimate destinations of the Northwest

ecoShuttle

1-877-ECO-4-PDX FOR MORE INFORMATION
WWW.ECOSHUTTLE.NET SEATS NINE



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Sustainable Menu Planning

- Identify your Region
 - 100 mile menus
 - Seasonal / Regional
 - Local / Organic
- Choose 3 local, seasonal foods
- READ: The Idiots Guide to Eating Local



Locavore Menu Options

- Identify your Region
 - 100 mile menus
 - Seasonal / Regional
 - Local / Organic
- Choose 3 local, seasonal foods
- READ: The Idiots Guide to Eating Local



Closing Thoughts

- Live your Sustainability Strategy
Just 10% more than the year before
- Implement ways to save
- Digging for gold



Q & A

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Additional Resources

- **Monterrey Bay Aquarium**
www.montereybayaquarium.org
- **Local Harvest** www.localharvest.org
- **Food Alliance** www.foodalliance.org
- **Green Restaurant Association** www.dinegreen.com
- **The Natural Step USA** www.naturalstep.org
- **Greenpeace** www.greenpeace.org
- **Natural Resources Defense Council** www.nrdc.org
- **Green Seal Standards** <http://www.greenseal.org/>
- **Meet Green** <http://www.meetgreen.com/>

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Consultation Services are Available

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