

## Off to a Great Start in 2008 - 1st Quarter Marketing

A well-rounded marketing plan is a must for any catering department, but knowing when to implement different targeted program is just as important. In the first quarter of 2008, think about a concentrated focus on:

- **1. Weddings!**
  - More people get engaged over the Holidays, New Year's Eve and Valentine's Day than any other time of year. That means RIGHT NOW, there is the highest concentration of brides searching for the perfect location for their dream day...
- **2. Corporate Meetings**
  - Weekly and monthly meetings are your "bread and butter". Now is the time to grab 'em!
- **3. Charitable Organizations & Fundraisers**
  - Charitable Organizations are in high gear at the beginning of the year! Corporations have a fresh budget for charitable contributions, so fundraising events will be booked for the upcoming year. Create a strategy for increasing your exposure to these groups and adding one or several to your list of event hosts this year.
- **4. Event Planners**
  - This time of year is a heavy booking time for this group as well. Keep your name tops in their mind for referral business.
- **5. 2008 Holiday Events**
  - Re-book your 2007 holiday events now!