# Assessment 3: Case Study – Part A: Conference concept

# **Conference concept instructions**

* **Purpose**

: To promote the Mezzo range of imported Italian espresso that the firm has recently secured the rights to distribute in Australia

* **Type**

: Introducing its good quality and demonstration of the machine,

Presentation, distribution samples, showing how to improve the taste of coffee with the new machine.

* **Benefits**

: Increasing sales, and promoting brand awareness

* **When, Where and Who**

**When - 27 Nov 2017**

**Where - The Shangli-la hotel, The Harley Quinn Hall.**

**Who -**

* The previous World Barista Championship Winner is going to be invited to give a demonstration.
* Retail coffee shop owners and managers (40 to 60 people) who have given RSVPs is expected to attend.
* Staff from the company
* **Resources**

|  |  |  |
| --- | --- | --- |
| **Class** | **Item or People** | **Qty** |
| **Equipment** | Italian Espresso Coffee Machine | 5 |
| Beam Projector | 1 |
| Video Camera | 2 |
| Mic | 2 |
|  | | |
| **Facilities** | Chairs | 70 |
| Tables | 20 |
| Speakers |  |
|  | | |
| **Space** | The Function hall which capacity is upto 100 people | 1 |
|  | | |
| **Human Resources** | Servers will be hired for distributing biscuits, coffees. | 5 |
| A professional speaker will be hired | 1 |
| Marketing staff from the company will attend to assist | 5 |
| The previous winner of the World Barista Championship will be hired to give a demonstration of the machine | 1 |

* **Time**

: We are given 2 months to organise this conference. It is quite enough for setting all things up on track.

Tasks have been allocated to staff properly, the possibility that anything goes wrong seems very low.

* **Financials**

|  |  |  |
| --- | --- | --- |
|  |  | **Est. Amount** |
| **Expense** | Quote from the Shangli-la Hotel for Function room rental are $2,500 including all equipment, and facilities rental fee, and dinner buffet as well per one-time event. We are planning to hold it maximum 6 times as long as there’re people interested to attend. | $15,000  (MAX) |
| Hiring a speaker, the winner of the World Barista Championship, and servers. | $12,000 |
| Printing Brochures | $600 |
|  | Marketing cost | $8,000 |
|  | Reserve fund | $6,000 |
| **Total** | | $41,600 |
|  | | |
| **Income** | Entry Fee (estimated by 40 people would attend per an event) | $20,000 |
|  | Sponsors | $10,000 |
| **Total** | | **$30,000** |

**The remaining budget will be spent in context**

* **Barriers**
* The possibility of low participation is highly concerned. While we’re organising the conference, the marketing department is going to try their best to promote our conference at the same time.
* In case of no-show of outsiders, one or two of our staff will be trained to be alternatives though it is not going to be perfect for our events.
* **Summary**
* All tasks are set up without any issue so far. This seems a good symptom for our event. But as an effort to try to make it perfect, we will keep on asking feedback from various people related with coffee industry.