



Welcome

Jeffrey Selden
ICA Board President
Marcia Selden Catering & Events

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May 15th is NOW
the New Year

March 26, 2020

A solid blue horizontal bar spanning the width of the slide, located at the bottom.

JENNIFER PERNA
FULTON MARKET CONSULTING



JAMIE PRITSCHER
NUPHORIQ



nuphoriq



NO, THE WORLD IS NOT ENDING [VIDEO]



TOP TEN BULLETS TO DISCUSS FROM CRITICAL STAGE

CRITICAL “NOW” STAGE

Now thru April 3...

- Review Existing Team and Continue to Employ Those Critical to Client Management
- Furlough or Layoff Team Members Until Operations are Back in Order
- Make Your Clients Feel Safe—Keep Communication Lines Open
- Strategize with Venue Partners on Future Date Availability

April 3- April 17

- Revisit Legal Facing Contracts
- Reissue New Contracts for Existing Postponed Events
- Get to Know your Local Competitors (and other Venues..)

April 13- May 15

- Restructure Revenue Goals and Budgets
- Assess Pace of Client Interest & Market Segments
- Revisit Marketing Collateral, Website and Social Media

TOP FIVE BULLETS
TO DISCUSS
FOR "NEXT" STAGE

"NOW" IS BEING DONE... WHAT'S NEXT?

- Finalize Your Business Focus
- Develop "New Life of the Sale"
- Be "Sales" Ready
- Develop an Operational Timeline
- Communicate to the Team

WHAT ARE YOU DOING NOW?

- Menus
- Landing Page
- Promotion (HELLO) Bars
- Social Media Posts
- Submissions to local social media groups, news papers and media

proof of the pudding

NOW OFFERING TAKE-AND-BAKE MEALS! [ORDER NOW](#)


CATERING • FIND A VENUE • FOOD SERVICE MANAGEMENT • ABOUT • CONTACT

Fresh, healthy meals for every lifestyle


[Start my order](#)

How it works


Delicious Take-and-Bake Meals for you to enjoy.

 **Pick your meals**

We've got a lot of great options, including some for those that have dietary restrictions.

 **We prep, cook, deliver**

Enjoy chef-cooked meals to-go, fresh from our kitchen that adheres strictly to the CDC's guidelines, ensuring the safety of our customers and employees.

 **Enjoy**

Take and bake, and enjoy whenever! When it's time to order more, we'll be here and ready to serve you.

Order Now!
(TAKE & BAKE CURBSIDE)

[CLICK TO ORDER NOW!](#)

GREENS.
SERVES 4-6 @ \$10
Crave House Salad | Tomatoes | Carrot | Cucumber | Radish | Buttermilk Ranch
Caesar Salad | Roma | Parmesan | CROUTONS | Caesar
DRESSING BOOSTERS.
Apple Cider - Tahini Dressing
Mexican Pico de Gallo
Lemon - Ginger - Turmeric Dressing
Sherry - Cherry Vinaigrette

SOUPS.
\$10 PER QUART
Turmeric Chicken Noodle Soup
Baked Potato Soup (Veg)
Mushroom Sweet Potato Soup (Veg)

COMFORT FOODS.
SERVES 4-6 @ \$10
Garden Lasagna | Seasonal Veggies | Classic Marinara \$18
Three Cheese Macaroni | Herb Potato \$18
Broccoli-Rice Casserole \$18
King Ranch Casserole | Chicken | Corn Tortillas \$18
Chicken Pot Pie Casserole \$18
Beef Lasagna | Classic Marinara | Rosti \$12
Shepherd's Pie | In-House Ground Beef | Mashed Potatoes \$12

FAMILY STYLE DINNERS.
SERVES 4-6 @ \$15 @ \$18
Weekly Family Style Special. Call or visit Instagram for this week's special!
Lemon-Rosemary Grilled Whole Chicken | Marble Roasted New Potatoes |
Fresh Herbs Seasonal Roasted Veggies

SWEETS.
SERVES 4-6 @ \$15 @ \$18
Blueberry Crumble (Veg) \$15
Assorted Cookies \$18

BEER & WINE
Bottle of Red or White Wine \$8
Mixed 6 Pack of Beer \$15

CURBSIDE PICK-UP AVAILABLE MONDAY - SATURDAY FROM 11 AM - 6 PM

crave crave-catering.com | 512.893.8160 | [CLICK TO ORDER](#)

Schaumburg Take-Out and Delivery Options amid COVID-19

WHAT IS ON THIS WEEK'S TASTY CATERING MENU? FIND OUT AT THE LINK BELOW.

And remember all of our offerings at this time are individually packaged. Same great taste in super-safe containers!

TASTY CATERING.COM
Meal Delivery
The precautions the World Health Organization and the CDC are asking th...

WHAT IS THE STATE OF YOUR MARKETING?

MARKETING & LOGO LIST

Passwords

Check and confirm access
Change passwords, if needed

Cards

Business Cards
Driver Cards
Internal/External Birthday Cards
Thank You Cards
Note Cards
Recipe Cards

Stationary

Letterhead
Envelopes
Shipping Labels
Email Signatures
Sales Folders
Sales Forms

Handouts

Specials Flyers
Value Adds
Rack Cards
Company Fact Sheet
Surveys
Newsletters
"Green" Information
Other _____

Menus

Sample Menus
Corporate Menu
Social Menu
Special Menus
Menu Signs
Dietary Meals Menus
Special Events Menus
Wedding Menu
Wedding Guide
Other _____

Social Media Profiles

Instagram
Vimeo/YouTube
Pinterest
Facebook
Twitter
Yelp
LinkedIn
Other _____

Advertising Profiles

WeddingWire
TheKnot
PartySpace
UniqueVenues.com
Other _____

Advertising

Print Ads
Digital Ads
Other _____

Culinary & Operations

Box Lunches
Food Labels & Stickers
Napkins
Napkin Rings
Bottled Water
Coffee Cups
Water Bottles
Packing Boxes
Hospitality Mints
Uniforms
Other _____

Email Marketing

Welcome Emails
Automated Emails
Signature Lines
Templates

Website

Content/Blogs
Broken Links
Other _____

Additional Items

Presentations
Nametags
Visitor Nametags
Pens
Event Signage
Outdoor Building Signage
Billboards
Trucks/Vans/Golf Carts
Outdoor Tents
Email Provider Software
Partner Websites
Catering Software (i.e. Proposal, confirmations)
Other _____

nuphoriq

ICA INTERNATIONAL
CATERERS
ASSOCIATION

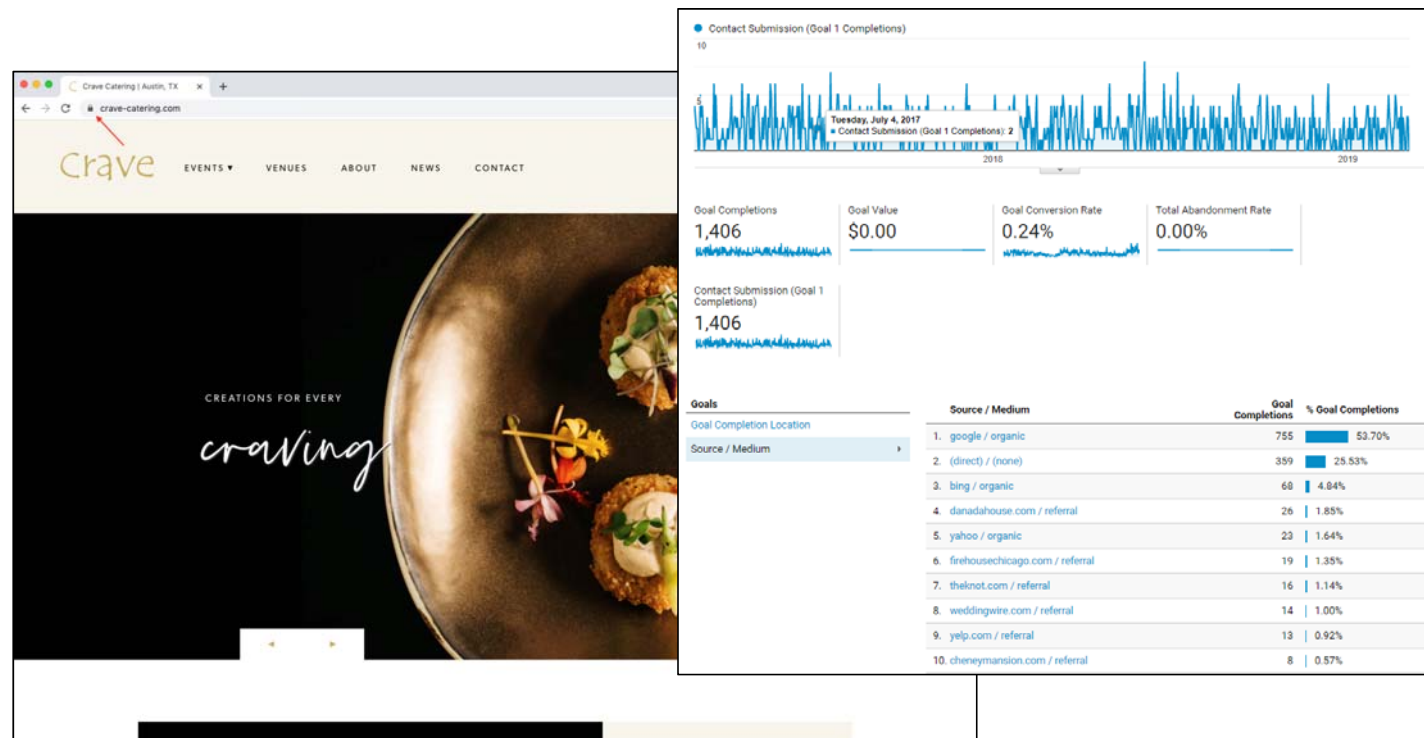
ASK YOURSELF THESE QUESTIONS WHEN REVIEWING

- Does your marketing reflect who you are?
- Is everything up to date? Pricing? Contact Info? Links? Photos?
- Is it consistent across all platforms, print and digital?
- What are your competitors doing?
- How do you look next to your competitors?
- What are your competitors doing better than you?

MARKETING TO DO

Websites

- Create a password spreadsheet, make sure you have access and ownership to everything!
- Check your local presence on [Moz](#)
- Check [site speed](#)
- Check if your website is secure (SSL)
- [Set up Google Analytics and goals](#)
- Create or check hiring page/job applications



MARKETING TO DO

Photos

- [Upload, organize and tag photos](#)
- Take time to build the relationships with photographers (and vendors)

Tagging Photos in Flickr

Once you've uploaded your photos, you have the option to organize and tag them all, which we highly recommend. After all, each photo will showcase different things from the same event, so tagging the photos becomes extremely important when you want to revisit and use those photos.

Here are some tags to consider when tagging your photos on Flickr:

- **Event Type:** drop-off, corporate event, special event, wedding, picnic, etc.
- **Client/Event Name**
- **Venue Name**
- **Month/Year:** for example, September 2015
- **Elements Involved:** food, décor, centerpieces, entertainment, activities, grilling, indoor/outdoor, etc.
- **Orientation of Photo:** portrait or landscape
- **Type of Meal:** breakfast, lunch, dessert, passed hors d'oeuvres, cocktail reception, etc.
- **Type of Service:** buffet, food stations, plated, passed hors d'oeuvres, sweets table, etc.
- **Food Items:** for example, chicken champagne or bacon-wrapped scallops
- **Season:** spring, summer, fall, winter
- **Photographer Name** (if applicable)
- **Holiday** (if applicable)
- **Color Schemes:** for example, red & blue or black & white
- **Type of Shot:** close-up, panorama, action, candid
- **Website Worthy:** 'five-star' photos perfect for website sliders and pages
- **Whatever else seems appropriate!**

Many of these tags may require multiple words per tag. To do so, simply put quotation marks around the entire phrase such as, "chocolate covered strawberries."

MARKETING TO DO

Social Media













- Social posts - Find photos, schedule days (i.e. National Cheeseburger Day), highlight venues/vendors, tips, prepare templates in Canva
- Stories - Show a wedding start to finish, venue spaces tour in photos, etc.



MARKETING TO DO

Email

- Prepare your email lists
- Segment lists for corporate, wedding, etc.
- Clean contacts in CE or like software

<input type="checkbox"/>	★	Hospitals - Healthcare	 	45
<input type="checkbox"/>	★	IMCT Book Launch list	 	140
<input type="checkbox"/>	★	ISES-NACE (TOM)	 	23
<input type="checkbox"/>	★	JP Morgan Chase 2012	 	101
<input type="checkbox"/>	★	Manufacturers	 	127
<input type="checkbox"/>	★	Naperville list	 	1914

MARKETING TO DO

Content

- [Plan and post content](#)
- You can promote later, but the content will start to age in Google now!



10 Outdoor Wedding Tips That Will Make Your Big Day



There's a serious art to planning an outdoor wedding. The style of tent, lawn games, comfortable seating available, natural settings and al fresco displays are among some of the most essential factors to consider for



30 of the Best Company Picnic Themes

- International Food-Based **Picnic Themes**. International food is very trendy and always a huge hit with guests. ...
- Around-the-World. Taco salad, German potato salad, Polish sausage, Italian cookies and so much more. ...
- Caribbean. ...
- Oktoberfest. ...
- Fiesta. ...
- Mediterranean. ...
- Activity-Based **Picnic Themes**. ...
- Sports. ...

[More items...](#) • Apr 20, 2018

www.tastycatering.com › 30-of-the-best-company-picnic-themes

[30 of the Best Company Picnic Themes | Tasty Catering Chicago](#)

MARKETING TO DO

Other

- Get a [review system](#) in place and scripts for how to ask for them
- Go back and source leads, set up system for the restart
- Start thinking about value ads for off dates or to entice bookings. If all weekends book up, what can you afford to give away/upgrade for weekdays?
- Pull numbers for infographics/social posts

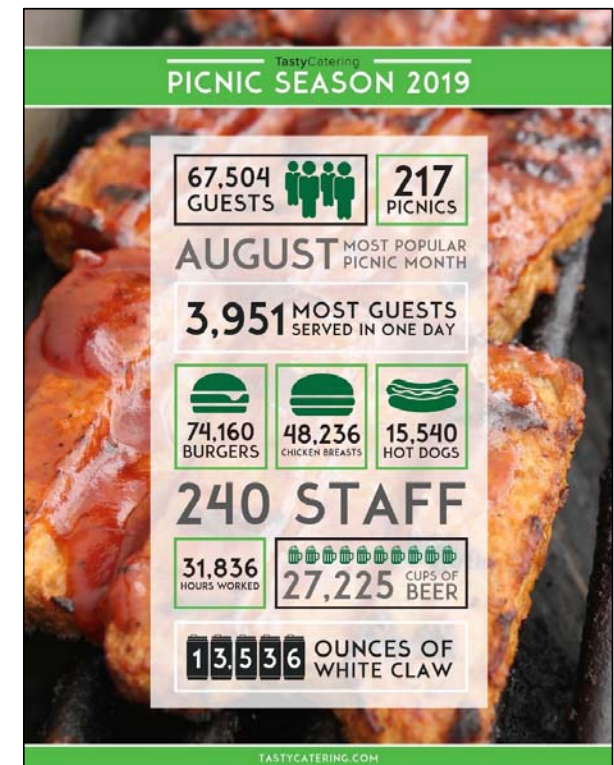
COURTESY OF TASTY CATERING

Book Now, Get More.
When you sign off on your event within 10 or 20 days of receiving your picnic proposal, you earn complimentary picnic items.

	and receive one of these items:	
BOOK WITHIN 10 DAYS	 bottled water	 bag toss & horseshoes
	 summer cocktail with your bar	 smoked sausage or brats

	and receive one of these items:		
BOOK WITHIN 20 DAYS	 choice of additional cold salad side	 sno cones	 ice cream

TastyCatering



QUESTIONS?



JENNIFER PERNA
FULTON MARKET CONSULTING
JPERNA@FULTONMARKETCONSULTING.COM

312-515-4380

nuphoriq

JAMIE PRITSCHER
NUPHORIQ
JAMIE@NUPHORIQ.COM
847-709-2799

