



CREATIVE FUSION

How to develop an alliance of catering and design
within your company to enhance your events.



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THE JDK
GROUP

CLIENTELE



CENTRAL PA
MARKET

AVERAGE
WEDDING

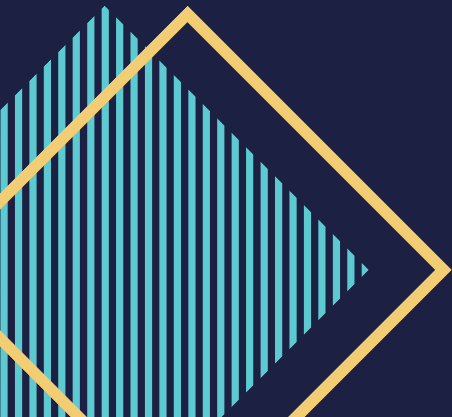
The JDK Group

Catering | Event Decor & Design | Venue Management

**BUILD THE
CONNECTION**

&

**FOSTER THE
RELATIONSHIP**



THE CREATIVE PROCESS



Preparation



Incubation



Illumination



Evaluation



Verification

PREPARATION



- Brainstorming
- Aesthetic/Color Palette
- 5 Senses | Sight, Touch, Smell, Taste & Hearing
- Pinterest | Instagram | TikTok
- Crafted Mood Boards

INCUBATION



- Subconscious molds prepared information into new idea
- Don't rush into sending a quote
- Foster the creativity and Results will come
- Research

ILLUMINATION



- The idea moves from your subconscious to the forefront of your mind
- Put your thoughts on paper
- Collection inspiration that backs your proposed vision
- Put a price to your design
- Cost of Product
- Labor to Produce In-House
- Delivery and Labor to Execute

EVALUATION



- Critically examine your idea and weigh it against other options
- Cost Vs. Budget
- Getting your foot in the door... "discount"
- Build your Portfolio
- Dream Big

VERIFICATION



- Write your story, Paint your picture, or Create your new invention
- Presentation
- ABC: Always Be Closing
- Follow-Up/Foster your Relationship
- Show you Care
- Upsell



BASIC TO BOUJEE

Qualify your Client
Classify your Event
Quantify your Budget

STATION DESIGN



PASSING TRAYS



WELCOME
BEVERAGE &
DISPLAY

STAFF
UNIFORM

CREATIVE
FOOD
PRESENTATION

Food Station Design



Food Station Design



Welcome Beverage Displays



Welcome Beverages



Passing Trays & Food Presentation



Staff Uniforms



Additional Upgrades



Additional Upgrades



Custom Signage



Favors/Giveaways



Lighting & Production



Themed Entertainment



UEP | UNIQUE EVENT PROTOCOL



- Over 250 guest count (guest counts may be lower than 250 if one or more of the following stipulations apply)
- Difficult menu composition or presentation (example: 5-course dinner)
- Non-typical station design (examples: chef-tendered stations, unique themed-decor, unusual food items)
- Logistical challenges-venue, execution, or menu related (multiple floors, catering prep area is small or far from main event, ovens with propane cannot be used)
- High-level client and/or VIP guests
- venue or client expectations that exceed what we consider our typical standard of service

UEP PROCESS

Kitchen Meeting

Production & Logistics Meeting

Site Visit & Final Logistics Review

Departmental Meeting Held throughout as
needed

Debrief Meeting



WHERE TO START?

- Vendor Connections
- Vendor Referrals
- Hire/Find a CREATIVE Team





Questions?



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