



GOLD

**Operational Manual 2019
for Manager Cocktail Events**

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These themed Gala events are always an excellent chance for the Hotel and the TUI team to use their creativity and imagination along with hotel capabilities, to provide some different theme nights that really encourage the guests to join in. Ideally, the theme nights will see the Gold guests willingly joining in, dressing up and enjoying the ambience of the whole evening.

Across the Gold programme, there are three options which can be selected from. These are:-

- **Managers Cocktail Formal Night**
 - **Culture Fusion**
 - **Sunset Soiree**

Creative Approach

These three main events will be offered across all Gold concepts in 2019, and are an integral part of the programme. These nights/ days will also be dependent on the hotelier and what they are willing to provide and locations they are prepared to utilise. Also, whilst certain props can be used from the stock you already, or have in the hotel, it is up to the hotelier to be creative enough to find things within their hotel to really add a 'wow' to the themed Gala event. When planning the events for your hotel here are some important things to consider;

- The Restaurant or bar

A place which can be 'themed' for the evening and where the emphasis is on people taking their time over dinner or drinks. Special menus & cocktails can be prepared to theme in with your event. Also suitable decorations that will dress the venue. I.e. when running the 'Managers Cocktails Formal Event' you could use white table cloths, black runners, white candles, black napkins on the tables. You can also vary the table decoration, change the way in which you fold the serviettes, use centre pieces and add confetti/sparkle to the tables.

- Gold hosts / production teams & hotel staff to enhance the event

You can utilise the staff in many different ways to enhance the three events. The team can welcome the guests at the entrance of the venue and present cava, orange juice to the guests upon arrival. This is a nice touch and makes the guests feel welcome. The hotel staff can also give out drinks whilst PR'ing with all the guests until the event begins. The duo (or if you have a soloist) can play themed music to complement each event. When utilising the musicians, try and look at different venues or visual places so that it is different for each occasion.

- How can you best use sound & lighting

Sound and lighting play an integral part of creating an atmosphere and making the event extra special for the guests. The appropriate music is needed to create a 'mood' and add to your theme. Look at the venue's you have available and its lighting and sound capabilities. How can these be best utilised to help you with your theme? Can you utilise your duo and cast to perform at the events?

- Timings and days

This is very important when planning your events in the hotel. You need to make sure your events are not on your larger arrival and departure days. They ideally need to be held on days where you have the most guests in the hotel. I know this can be hard in some countries where there is a 7 day flight plan.

When looking at timings of each event, 2 should take place in the evenings around 18.30/19.00 and then follow on into the restaurant, and the Culture Fusion can be a pool side/ bar side celebration.

- Promotion

The Managers Cocktail event should always be promoted in the Welcome meetings. Personal invitations can go to each room so that they are aware of the theme, where it is taking place and even what the dress code is.

When talking to the guests, promotion of these theme events should also take place. During the musician(s) sets, Television screens in hotel rooms (where applicable) and of course Notice Boards

- It is absolutely vital that everyone is aware of these events and know that something special is going on. Therefore, as well as sending personalised invitations to all the guests around the hotel, make sure that posters are on display. Posters for these main events will be provided.



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Preparation

The preparation of these events will be vital.

- Liaise with your EDTM and the hotelier in the first instance and discuss the three themes and decide on which of the three you would like to incorporate in to the programme.
- Find out exactly what resources the hotelier has and is prepared to offer.
- Find suitable decoration that will dress the venue.
- Once you know what the hotel are going to provide in the way of themed food, decoration, themed drinks etc, decide which role each person in the team will play. i.e. utilising the duo, cast, where people will stand? Who will present and run the event? Planning with a running order is very important to the smooth execution.
- Try to encourage all members of staff (including bar staff and waiters) to dress according to theme. For example, if running a 'Cultural Fusion' event, ask for everyone to be dressed in the theme of their country.
- Prior to the event, all staff that are involved should meet up to ensure that everyone knows their role
- Make sure you have a running order of the event so that everyone involved knows exactly what is happening and when. When you are presenting anyone on to the stage, you should have a running order of their names and any interesting facts you have about each person. (Do not wing it) Make sure you have this prepared prior to the event, you can use cue cards to help you on the stage.
- Prepare an equipment list at the pre-event meeting and make sure that these, along with running orders are handed out and that everyone knows their role before prior to the event.
- Who is involved?

The Hotel management & TUI staff are responsible for pre-event organisation and event management throughout. A person who is confident in speaking on stage and presenting should host the evening and introduce everyone on to the stage.

All the heads of department should attend and be ready for when they are presented on stage

Resident musician/s playing themed music where necessary during the event.

Bar Staff

Restaurant Staff

Presenting & Speeches

This is an extremely important part of the event . You need to make sure this part is delegated to someone who is confident in speaking on a microphone and is entertaining.

- Introduce the TUI team one by one; Entertainers, Local Interest and TUI Reps. Carry out a VERY short interview with each member of the team(keep content appropriate and relevant) .
- Once all the TUI staff have been presented, introduce the most important person, the head honcho.... The Hotel Manager.

CUSTOMISED HOTEL HOLDING SCREEN

- Ideally your hotel manager will give a small welcome speech, and then introduce his team. If he does not wish to, or is not fluent in English, then the TUI Presenter should introduce the rest of the Management team; Use this as an opportunity to promote the different departments and to give some interesting facts to the audience... and of course it should be ENTERTAINING.
- The last person to be introduced should be the Head Barman (F&B Manager if no head barman) enabling them to promote any happy hours or drink promotions they may have.
- Once the hotel team have been introduced, the TUI presenter should do a short speech; thanking the rest of the hotel staff and the guests for their time- after all, "Gold Holidays are all about creating fabulous memories."
- Welcome the Golden Choir, dressed in robes, to the stage – or in front of the stage - to perform (in front of the hotel staff, who should also sing ideally!)
- The screens should show photos of the weeks highlights during the Choir segment.
- Once the choir have finished, thank them, promote the rest of the days special events and invite everyone to raise their glasses and say... 'Cheers/Salud/Yiamas/Saude!'

CHANGE TO FINAL HOLDING SCREEN. Bring the music to background music level.



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Managers Cocktail Event – Formal

Whilst each hotel in the Gold Concept will have different variations of this party, the 'theme' of the Cocktail event needs to be same in every hotel. The following suggestions are far from the only things you can include, so if your hotel is able to do more, allow your creativity to develop this event. Additionally, not all of the suggestions made here will be available at your hotel.

- The atmosphere of this event is one of glitz and glamour. Regardless of what 'colour' things would be normally, we want the guests to have the impression of seeing things through a black and white camera. The staff must be dressed in black & white, the drinks are black & white, our clothes are black & white! We want to make the guests feel they have been transported back to their pasts and relive their youth.
- This night is an opportunity for our guests to feel truly special
- Decoration & Attire
The colours of this event are black & white
- Where possible, decor such as table cloths, drapes, napkins and table decorations should follow this colour scheme
- Or as an alternative to the above you could change the appearance of the dining room by rearranging the way you display your daily napkins and possibly add some fruit carving or ice displays to your buffet.

- Where possible, a projector should be playing the 'black & white' movie DVD along one of the walls
- All TUI staff/ HoD and relevant staff to be wearing formal clothes in black and white colours
- Guests should also feel encouraged to join in with this style of dress and the dress code clearly advertised & promoted to the guests throughout the week



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Food & Drink

- Food is formal and fine dining
- Where possible, this evening should be formal dining and something different than perhaps the usual buffet style
- Food is laid out on black and white table placements
- Pre-dinner canapés of black & white toppings
- Pre-dinner cocktails made up of black & white colours
- Promotions on drinks such as 'Black Russians'

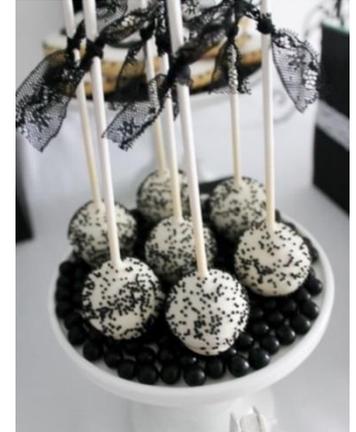
Duo's and Presenting the staff

- Pre-dinner set by musician of 45 minutes where cocktails and canapés are given out
- The Managers cocktail presentation of the TUI & hotel staff can also be introduced to the guests in the restaurant over dinner. This would be a nice touch if possible; you will just need to make sure you have some sort of sound system to be able to project your voice so that everyone can hear. If this is not possible then it can also be done before dinner at the main stage area.

- 2 x 30 minute after dinner sets of appropriate music from your musician. Ideally the musicians should play in a location that is fitting with the theme of the night, i.e. outside of the restaurant as the guests are waiting to go in. Try and look at placing the duo's / soloists at different locations at each event.
- Appropriate music to be played at each event and in the restaurant whilst the guests are dining.

Additional ideas

- A black or white flower given to ladies upon arrival
- Photographic area set up outside the restaurant remember you can use the new Frame and #'s
- Photos of the guests projected onto the screen later in the evening
- Specially designed Black and White menus for the restaurant, this could also be advertised on a notice board / TV screens outside of the restaurant
- Chocolate fountain in restaurant or a similar feature
- Black and white chocolates handed out at the end of the evening





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Culture Fusion

Atmosphere

- The atmosphere of this event is a true celebration of the culture, music, food and drink of the country our guests are currently visiting
- This is an opportunity for our guests to truly feel the experience of 'partying' like a local.
- As well as having this event as your Cultural fusion Cocktail party, you could also make this a whole night by tailoring your evening and having a local act that represents the country you are in.
- Location / Decoration & Attire
- This event should start in the main bar area – (or where the guest are!) and then run through into the restaurant, if you are making an evening of it.
- The colours of this event are dependent on the country you are in
- Where possible, decor such as table cloths, drapes, napkins and table decorations should follow this colour scheme
- Flags of the country should be on display to add colour and vibrancy to the evening
- All staff to be wearing their normal uniform – however, with either a small pocket flag on their jacket or, even better, a few of them in national costumes
- TUI team & duo's, encouraged to dress up in national colours or costumes(ensure these are correct to the location of the hotel).





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Food & Drink

This is the opportunity for the kitchen to really 'shine' by showing off the local, popular dishes that they cook so well

- There should be a chance to sample as many of the local delicacies as possible. For example, if in Spain, Paella is perhaps the most famous Spanish dish of all. You could also have Patatas bravas, Gambas al ajillo, Tortilla Española
- Canapés are a local delicacy taster
- Aperitifs are a shot of the local drink. For example, in Cyprus it may be Ouzo or Tziperou , whereas in Spain, it may be Sangria etc.
- One of the biggest highlights of this night is the food and drink and therefore, real attention to this area should be given
- If in the evening the majority of the 'main' part of this event should be centred in the restaurant and the whole culinary dining experience.



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The TUI team & hotel staff

- Set by resident musicians of 45 minutes where cocktails and canapés are given out (local food & drink only). The duo's set can be performed in different locations throughout the hotel. Speak to your hotelier and EDTM to discuss where best to place the duo.
- Someone in local costume outside the restaurant with the opportunity for the guests to have their photo taken with them
- Place cards on tables with a few words of the local language such as 'Hello', 'Please', 'Thank You' so our guests can enjoy sampling the local language when ordering drinks from the waiters throughout the event.
- Small flags or colours of the country should be on the tables
- At some hotels, it may be possible to do a HIGHLY REHEARSED and HIGH STANDARD of song by the waiting staff in the restaurant that is from their country. Please be aware, if utilising this, it must be fully rehearsed and look very classy rather than simply thrown together
- 2 x 30 minute after sets of appropriate music from your resident musicians – be aware that they will be unlikely to be able to play music from this country for the whole time, but it will be a nice touch if you can play at least 1 or 2 from the country you are based in. The event must have more emphasis on the food, drink and interaction with the TUI & hotel staff.

- This is a perfect event for the hotel manager and heads of department to PR and socialise with the Gold guests, they can talk about their country and tell folkloric stories. The spokesperson who is confident on stage and presenting will introduce the TUI team along with the manager and their heads of department on to the stage.
- You will need to source locally themed music for the event where possible.
- **Additional Ideas**
- Set up photographic area on terrace with photo opportunity with their favourite staff members in authentic local costume
- Invite local market stall owners to come and set up on the terrace for the event, thus creating a local bazaar. **This needs to be signed off by the hotelier before approaching the stall owners**
- Project photos of country landmarks onto the screen if continuing later in the evening





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Sunset Soirée - Informal



Atmosphere

- The atmosphere of this event is a chilling relaxing affair, with the music and the theme of the event delivered in a cool and chilled style!
- If the opportunity presents itself the evening should take place ideally around poolside.
- This night is an opportunity for our Gold guests to truly relax and unwind whilst listening to tranquil live music under the stars
- The colours of this event should be warm, colourful colours
- Where possible, décor such as table cloths, drapes, napkins and table decorations should follow this colour scheme.
- Where possible, everyone (including staff) should be encouraged to wear bright colours.
- The Gold guests should also feel encouraged to join in with the colour scheme of the evening, with the dress code. This can be advertised throughout the week.

Food and Drink

- Drink is all important on this evening – and the offering should be a cocktail should be presented upon arrival at the event. There are a number of cocktails that can accompany the style of the event. Cava,
- Canapés should be displayed and served to the guests whilst enjoying the atmosphere
- This is also a great night for offering an evening BBQ or the dining room experience
- Flaming torches around the pool / or hessian bags with Sand and candles.
- Pre-dinner set by musicians of 45 minutes. This needs to be done in a visual location. The music needs to be a mixture of low key and upbeat music or even acoustic where possible.



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TUI and Hotel team

The Team and the hotel staff meet and greet the guests upon arrival to the venue, whether it be in the main bar, outdoor terrace or pool area.

A welcome drink is given to each guest as they arrive to the event by either the TUI team or hotel staff. Once this is happening the other members of staff are PR'ing (or just talking) with the other guests around the venue.

Once the event is full swing and everyone has a drink then the speeches can begin. The speeches will be delivered (as above in the presenting section)

Additional ideas

- Spotlights/ up lighters with different coloured gels on them
- You may be able to incorporate your external act in to the evening dependant on what it is
- Floating lights to be placed in the pool
- Cocktails served in watermelons, coconuts or pineapples
- Flower garlands handed out to all guests

Remember regardless of the event style

- This is the 'guests event' where all the teams, hotel and TUI get to interact with the guests on a more personal level.
- It's a great way to improve CSQ's and also to get invaluable feedback.
- Try to ensure that the teams all operate as one and it is not a 'them and us' event.
- We as TUI are responsible for the guests and the team so where water & alcohol mix we need to be vigilant.
- There may be need for you to be a moderator, confidant and also lead conversations and include none confident staff members in interactions.
- Remember that someone has to remain in charge and control some of the interaction – as when the cocktails flow people relax in different ways.

