

# EVENT BRIEF



Date: 15<sup>th</sup> February 20xx

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Name of Client:	Horizon Culinary Academy
About the Client:	<p>Horizon Culinary Academy (HCA) is a privately owned cooking and hospitality institute established in 2010, headquartered in Melbourne, Australia.</p> <p>The academy delivers nationally recognised qualifications in commercial cookery, and hospitality management, as well as short courses in artisan bread making, plant-based cuisine, and molecular gastronomy.</p> <p>HCA has trained over 15,000 chefs, restaurateurs, and hospitality professionals, with alumni working in leading kitchens across Australia, Asia, and Europe.</p>
Name of Event:	20xx Horizon Culinary Showcase & Graduation
Event Overview:	The 20xx Horizon Culinary Showcase & Graduation is an annual celebration recognising the achievements of HCA graduates while showcasing their culinary talents to industry leaders, media, and invited guests.
Event Theme:	"Crafting Flavours, Shaping Futures"
Type/Format of Event:	A combined graduation ceremony and culinary showcase, including live cooking demonstrations, a tasting menu designed by graduating students, and industry networking opportunities. The event will be held in person, with selected segments streamed online for remote friends and family.
Date/s of Event:	5th October 20xx
Start & Finish time:	4:00pm – 9:30pm
Number of Attendees Estimated/Desired:	220 in-person attendees, 100 online viewers.
Who is the Audience:	HCA graduating students, their families and friends, industry professionals, potential employers, food writers, and key stakeholders in the hospitality sector.
Event Objective/s & KPIs:	<ul style="list-style-type: none"><li>• Recognise and celebrate the achievements of HCA graduates.</li><li>• Provide graduates with exposure to industry professionals and potential employers.</li><li>• Position HCA as a leading culinary training provider in Australia.</li></ul>

	<ul style="list-style-type: none"> <li>• Showcase graduate skills through a high-quality food and beverage experience.</li> <li>• Achieve an attendee satisfaction rating of 90% or higher through post-event surveys.</li> </ul>
Venue:	The Glasshouse Pavilion, Melbourne
Budget:	HCA has allocated 35,000.00 for the event.
Revenue Strategy:	<ul style="list-style-type: none"> <li>• Ticket sales: \$200 per graduate, \$95 per guest.</li> <li>• Sponsorship from local hospitality suppliers.</li> <li>• Branded merchandise sales (aprons, chef knives, recipe books).</li> </ul>
MC:	Sarah Wilson – Food journalist and TV presenter.
Speakers/presenters:	<ul style="list-style-type: none"> <li>• Principal of HCA</li> <li>• Guest keynote chef from a Michelin-starred restaurant (TBC)</li> <li>• Selected graduating student representative</li> </ul>
Agenda:	<p>4:00pm – Registration and welcome drinks  4:30pm – Welcome address &amp; acknowledgement of country  4:40pm – Principal's address  4:55pm – Guest keynote presentation  5:15pm – Graduate recognition &amp; certificate presentation  6:15pm – Short break  6:30pm – Live cooking showcase by graduating students  7:15pm – Industry networking &amp; tasting menu service  9:15pm – Closing remarks  9:30pm – Event concludes</p>
Key Dates & Deadlines:	<p>25th July 202xx – Invitations sent  10th September 20xx – RSVP deadline  28th September 20xx – Final catering menu confirmed</p>
Marketing & Promotion:	<ul style="list-style-type: none"> <li>• Invitations sent via email to graduates, and industry contacts.</li> <li>• Internal promotion via HCA's student portal and network.</li> <li>• Event highlights to be shared post-event on HCA's social media channels and website.</li> </ul>
Evaluation, Feedback & Follow up:	<ul style="list-style-type: none"> <li>• Graduates and attendees will complete an online feedback survey.</li> <li>• Sponsors will be sent thank-you packages with event photos.</li> <li>• Selected showcase dishes will be featured in HCA's annual recipe publication.</li> </ul>