

Planning an International Meeting: Charity fundraiser dinner

- **Student: Mukhlisah Raja (2020782)**

Module: International meetings Management for the Hotel Industry (BMIH6007)

Lecturer: Helen Evans

- **Audios are in 2 parts as I could not add them together**
- [Recording-20230526_214442.webm](#)
- https://uowtsd-my.sharepoint.com/personal/2020782_student_uwtsd_ac_uk/_layouts/15/stream.aspx?id=%2Fpersonal%2F2020782%5Fstudent%5Fuwtsd%5Fac%5Fuk%2FDocuments%2FRecording%2D20230526%5F215758%2Ewebm&nav=%7B%22defaultNavPanel%22%3A%7B%22pluginName%22%3A%22MediaSettingsLayer%22%7D%7D&referrer=Camera%2EWeb&referrerScenario=NewRecording%2DStreamStartPage%2Ecreate%2E3423b2b6%2D2a2b%2D4f6f%2D9bb9%2Dc0ae9d02ac2e

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Goal?

- ❖ Raise money for charity through fundraising Diner Event
- ❖ Create opportunities for ethnic minority women
- ❖ Diner
- ❖ Night of laughter...



Who?

- The chosen charity is: The Angelou Centre in Newcastle; they provides support for ethnic minority women who are survivors of sexual and domestic violence.

Venue

- Grand Hotel Gosforth park
- High Gosforth Park,
- Newcastle upon Tyne
- NE3 5HN

Target Audience

- People who love to have a laugh guilt free (adults only event)
- Love for a night of comedy and diner
- Followed by fundraising for a good cause



Budget

- The racecourse suite (capacity: 120 people) = £1,200
- Simple Meal by Newcastle Vujon Biryani is £10 a head= £1,200
- Entertainment hired comedian £1000
- Marketing - £200
- Extra's £200
- Total: £3,800 (£32 per head)



Continued budget plans

- The event will cost between £50-£100 per seat
- 120 seats: 20 seats will be VIP seats which will cost £100
80 seats will be sold at £50 and 20 seats will be used for marketing. This will total to £10k (£6.2k profit)
- There will also be fundraising at the end

SWOT

- Strength: easy target market for charitable causes, Angelou centre will organise guests with their contacts
- Weakness: venue is in the pricey side for a charity cause
- Opportunities: attract elite people due to venue
- Threats: adjusting from laughter to fundraising can be tricky at times.

Schedule

- 5pm Start, drinks and snacks will be available
- 5.30pm start warm up to comedy entertainment
- 6pm- starters handed out (comedy in the background)
- 6.30pm- meals served with full on comedy
- 7pm comedian continues whilst everyone eats
- 7.30pm break to clear up and set up charity fundraiser which will until 8-8.30pm
- 9pm start wrapping up.

Thank you

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- Any questions?