



## Event Proposal – Prepared by Quyen Le

# *La Reine Fall Collection 2017*

### **The Goal**

La Reine's mission is that our products are sold at competitive prices while providing our customers high quality makeup. To compete with other brands, our company is sold online exclusively for convenience and products are limited in stock to maintain organic and supreme quality ingredients while sustaining affordable prices to the customers. The goal for the launch event is to allow potential customers to test the product then drive traffic to our website and successfully sell the entire collection. Once the collection is sold, the company can evaluate the number of sales, website traffic, profits, and demographics and determine the next steps for the next launch.

### **The Event**

To increase brand awareness, the event gives the opportunity to sample La Reine products and related activities including testing the samples and interacting with the team's CEO, cosmetic developers and other members. A strong social media plan will be one of measures of success as the brand is sold exclusivity online. Social media platforms like Facebook, Instagram, and Twitter will be the driving force to promote the event and the website. Our targeted audience will use our event to communicate and connect with the brand.

The first step is to upload the website to allow customers to preview images of the product before purchasing them. Our social media platforms will be strategically promoted to attract the different customers. If the customer is interested, they will have to register an account on the website and subscribe to attend our event. We can estimate the number of attendees based on the number of RSVP emails received through the website. The social media plan will run approximately a month before the event and the official online release will be determined based on audience interaction from the media and event.

### **Theme**

The Fall Collection 2017 consists of shades of brown, black, tan, white, pink, peach, gold and yellow. These colours are typically found in coffee, tea and desserts which suit the upcoming season and venue. The overall vision of the event is the complete royal tea service without the price from our customers. The product, venue and service will give the event a soft and intimate theme. Therefore "La Reine's High Tea" would be an appropriate title.

### **Date, Time, Location**

Event name: La Reine's High Tea

Date: Friday, Sept.22, 2017 which is the first day of autumn.

Time: Media press at 10 a.m. to 3 p.m.

Event symposium at 7 p.m. to 11 p.m.

Location: Dineen Coffee Co. Temperance, 140 Yonge St., Toronto, Ont.

Transportation: Queen Station, Uber and taxis

Seat Capacity: Approximately 200 people at a time (does not include patio area).

Rationale: The venue requires minimal decorations and the natural structure is simple, light, and airy. There is an outdoor patio and located in the beautiful historic district, a block away off from the Queen Station.

### **Audience**

The majority of our customers will be ages 16-29, women and men who have a passion for fashion and beauty. Noticeably with other competitors, customers are willing to purchase cosmetics despite different income levels from students to established individuals. Hence the importance of having a strategic promotion plan will separate La Reine from others.

Many cosmetic bloggers are located in the Toronto area. We hope to invite local makeup bloggers and artists to promote the event and test the products to gain publicity.

Since the event is licensed, age of majority is required for the venue. The venue has a seating capacity for roughly 200 people at a time so those who registered will have early access to the event with their guest.

### **Event Timeline**

7:00PM—Guests arrive and refreshments are served. Catering includes tea sandwiches, mini-desserts, tea and coffee.

7:15PM—Introductions and a few words from the CEO and developers of the company and media press release.

7:30PM to 11:00PM—Free demos and samples will commence by the cosmetologists. There will be roughly four tables for customers to test the products. Photographers will be taking photos throughout the night and beverages and refreshments are served by caterers. CEO and company members will introduce themselves to guests.

11:00PM—Event will close. Guests will receive cab tokens if required.

## **Event Vision**

Music: Upbeat playlist through Spotify to keep the atmosphere fun.

Food and Beverages: Coffee, tea, desserts (macrons, scones and cake) and mini sandwiches will be served.

Activities: Free demos and samples, prizes, meet and greet with company members and the photo booth will be set up for the guests.

Decorations: Minimal decorations are required since the venue's design is beautifully made. Lights will be soft and floral arrangements will be used by the venue. Outdoor patio can be used due to limited space. The venue has a simple and clean look that is suitable for the overall event. Images of the venue are included in this report.

## **Budget**

Please note this budget report is subject to change and items may be added or removed. This section is a rough overview of the initial hard costs.

Social Media Plan: TBD

Venue rental: \$2,500

Caterers (refreshments and beverages): \$1200-2000 (final calculations determined at the end)

LCBO and SOCAN Permit: \$100

Security: \$150

## *Poster/Invitation*



# *La Reine*

INVITES YOU &  
A GUEST TO OUR

*High Tea*

*Fall Collection 2017*

PLEASE JOIN US TO CELEBRATE  
OUR NEW COSMETIC LAUNCH

*9.22.2017*

DINEEN COFFEE CO. TEMPERANCE  
140 YONGE ST., TORONTO  
7:00PM TO 11:00PM

REGISTER AT  
[WWW.LAREINECOSMETICS.COM](http://WWW.LAREINECOSMETICS.COM)



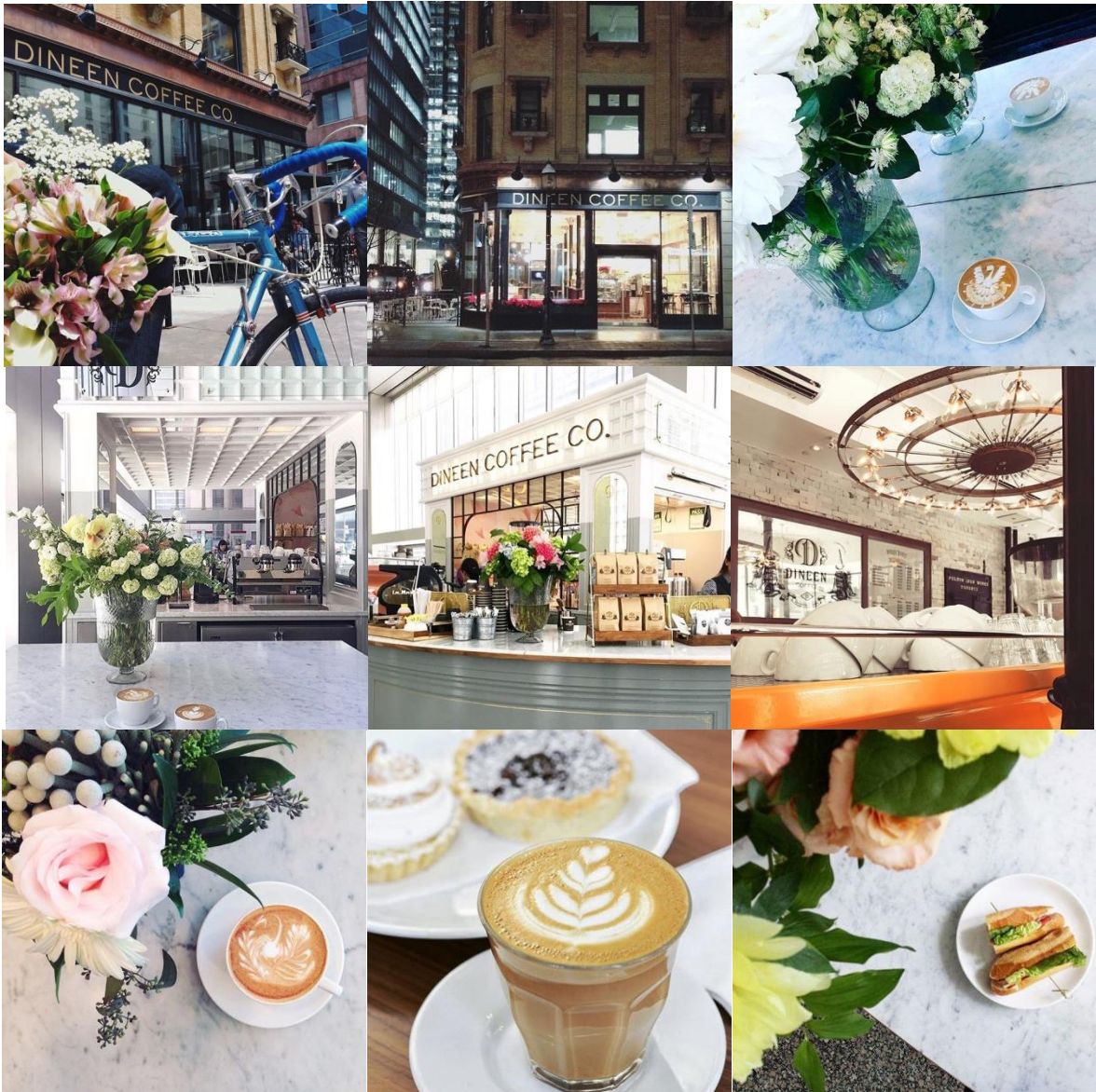
# Fall Collection 2017



Source: Google Images



# Event Vision



Source: <https://www.instagram.com/dineencoffee/>

## *Source List*

Bryan Osowiec

*Operating Manager, Dineen Coffee Co.*

140 Yonge St. 416.900.0949

199 Bay St. 416.900.0952

Mobile 647.235.2495

dineencoffee.com