

Corporate Events

Planning/Catering & Entertainment Guide





 sycuanresort.com

social networking...

Tournaments
Group Outings
Corporate Retreats
Corporate Room Rates

PGA / LPGA Professional
Golf Instruction
Memberships
Banquets

“The entire Sycuan Golf Resort experience - from the course, to the food, to the extra amenities - was fantastic. I would highly recommend Sycuan to anyone looking to host a golf tournament or private event.”

Jarrod Dillon
Vice President, Corporate Partnerships
The San Diego Padres



For more information, please call 619.219.6061

Online requests for proposal:
www.sycuanresort.com/SDBJ

Sycuan
golf resort

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Corporate Events Not Your Wife's Dinner Party



How often have you heard from some well-meaning CEO how his spouse hosts such wonderful dinner parties (and I'm sure she does); so she would be more than happy to volunteer to put on that 400 person corporate branding event that's being planned to launch the company's newest product line? Or the budget-minded CFO who assigns the annual stockholder's meeting to the newest employee—a recent college graduate with a degree in philosophy?

Corporate events are fun, interactive, entertaining and even glamorous; but, at their core they are a business tool that should have a strategic goal, a well thought out plan, and—the most essential element—a team of professionals who can guide the process through all its intricacies to a successful result. Whether your organization is looking at a grand opening, a client soiree, or an upscale sales meeting, pulling the myriad details together takes time, talent and a financial commitment to match expectations.

“Having a professional event planner is essential for strategic success. Beyond the creativity and attention to detail, a corporation can expect the event to be implemented with the end goal in sight, the right people in the room, management objectives at the forefront of the event, well-briefed company employees and creative event opportunities that achieve those goals.”

Shannon Rimmereid
Professional Event Consultant
Founder
Fete Accompli, Inc.

Due to its strong convention and tourism focus, San Diego has a pool of outstanding resources and experienced professionals for every conceivable type of corporate gathering. Waterfront venues, museums, historic hotels, trend-setting restaurants, and iconic resorts offer unique locations and world class amenities. Full spectrum caterers combine contemporary farm-to-table cuisine with Escoffier-level service. Hollywood-type special

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Unique Golf Facility Caters to Groups of All Sizes

Sycuan Golf Resort offers incredible variety as the only 54-hole golf facility in San Diego making it the ideal location for your next business event. Their friendly and knowledgeable staff will cater to your every need including complete coordination of tournaments, group outings, corporate retreats, corporate room rates, memberships and banquets. Their comfortable meeting rooms provide the perfect setting for gatherings, with a choice of exceptional indoor and outdoor venues for groups that are large or intimate. Many conference facilities cater to only large groups.

Sycuan Golf Resort welcomes groups as small as 10 to as large as 600 to experience their top-notch service, amenities and lodging. Their team of professionals is ready to handle all the details from audio-visual equipment to fully catered meals. During your stay, you and your colleagues can look forward to 54 holes of the best golf in San Diego. Situated in the beautiful hills of east San Diego, exciting course play includes mature tree-lined fairways, elevation changes, water features and impeccable greens. You can even include golf on your agenda with their Corporate School of Golf with lessons, success seminars and team building.



Submitted by Sycuan Golf Resort
 For more information, please call 619-219-6061 or for online requests for proposal visit www.sycuanresort.com/SDBJ.

Every event planner needs a "paيسان."
 {FYI, that's "friend" in Italian.}



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BUCADIBEPP.COM

Italian Cuisine—Created for Group Dining



Buca di Beppo is your answer to one fabulous group dining experience! The friendly and knowledgeable staff will help organize and plan your meetings and events with exceptional and diverse lunch or dinner banquet packages that are ideal for groups of 20 or more. Buca also offers semi-private dining areas to accommodate groups of all sizes.

Buca di Beppo is an authentic Italian restaurant that offers fresh and flavorful dining in an eclectic, vintage setting. Dine with family, friends, co-workers, classmates or teammates while enjoying the Italian traditions of food, friendship and hospitality. In the spirit of Italian culture, Buca's dishes are served family-style and are meant to be shared by everyone at the table. Buca Small feeds two or more and Buca Large feeds an average-sized country. Well, actually it feeds four or more.

Recipes enjoyed for generations in villages throughout Italy inspire the menu, giving Buca its authentic fare. Buca continues to innovate and create dishes beyond the traditional style by adding new menu items inspired by Northern and Southern Italian cuisine. Try some of Buca's favorite fresh recipes like Chicken Carbonara using imported Italian spaghetti or sinful Tiramisu with homemade ladyfingers. Buca also features specialties such as Mozzarella Caprese, Apple Gorgonzola Salad, Linguine Frutti di Mare, Oven-Roasted Salmon, Prosciutto Stuffed Chicken and Baked Rigatoni. Come indulge in the Buca experience of unforgettable appetizers, salads, pastas, pizzas, entrees, desserts, beer and fine wine.

Submitted by Buca di Beppo
 For more information, or to book your special event today, call the National Group Sales Department at 866-EAT-BUCA (866-328-2822) or visit the website for more information on all of the Buca di Beppo locations nationwide www.bucadibeppo.com. Make your events Magnifico at Buca and let them show you why they are the leader in banquet dining!

Paradise  Point
San Diego's Conference Destination
A DESTINATION® HOTEL

Team Building Never Looked this Good

In line with its unrivaled conference setting and array of recreation activities, Paradise Point is introducing innovative group team building experiences focused on physical and mental wellbeing.

Located on a 44-acre island in the middle of Mission Bay, Paradise Point offers 65,000 square feet of flexible meeting space in the form of water view ballrooms and decks, secluded beaches and expansive bay front lawns. The conference destination is now complementing its quintessential San Diego event space with active and creative group experiences led by another award-winning player on property: The Spa at Paradise Point.

The top San Diego spa has capitalized on meeting planners' growing desire to incorporate multi-sensory experiences and distinctive locations into conferences. Many event organizers believe these two factors play a substantial role in stimulating creativity, productivity and information retention amongst attendees. Representative of and unique to Paradise Point's tropical setting, the hotel's new hands-on, island-themed team building activities are designed with these objectives in mind.

The first new offering, the Island Origins package, gets groups outside of the conference room and into a fresh environment to encourage mental clarity. The two-hour wellness experience journeys back to the roots of herbal healing with a private botanical tour of Paradise Point's lush grounds, home to more than 600 types of exotic foliage from more than 20 countries around the world. Guided by a healing specialist, groups are escorted through exotic gardens and learn about some of the island's most remedial and rare ingredients, including ginger, hibiscus, tea tree and eucalyptus.

Following the tour, attendees can opt to receive a 50-minute massage, botanical foot scrub and scalp treatment utilizing ingredients indigenous to the island. The package's tactile characteristics offer an opportunity for relationship building through learning and strengthening of memory.

The second unique team building experience can be found at Paradise Point's new Salt of the Earth Blend Bar. One of only two Southern California locations, the Blend Bar provides an interactive activity that allows groups to artistically mix and design their own personalized beauty products. Ranging from creams to customized body salts and scrubs, groups can take home a little slice of paradise with scents like toasted coconut and white ginger lily. Products are created using all-natural ingredients and finished with a personalized label. The Blend Bar experience is intended to encourage socialization, boost engagement and enhance creativity.

These two new programs join Paradise Point's existing line-up of inventive and inspiring activities available for groups. The island campus, just 10 minutes from downtown San Diego, also offers sailing regattas, beach Olympics, Segway races, scavenger hunts, putting competitions, bonfires and more.

Submitted by Paradise Point

For a complete list of Paradise Point's unique team building options, event venues and meetings support services, visit ParadisePointMeetings.com.

Corina Williamson

Spa Director

Paradise Point – San Diego's Conference Destination

www.ParadisePointMeetings.com

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Landmark San Diego Restaurant Sets Fine Dining Standards

Donovan's Steak & Chop House sets the standard for fine dining excellence where USDA 100 percent prime steaks reign supreme. Complemented by cordially friendly service and an award winning wine list, in a stylish lively atmosphere, Donovan's is the perfect setting for an intimate dinner for two, or a special celebration with friends, family and associates.

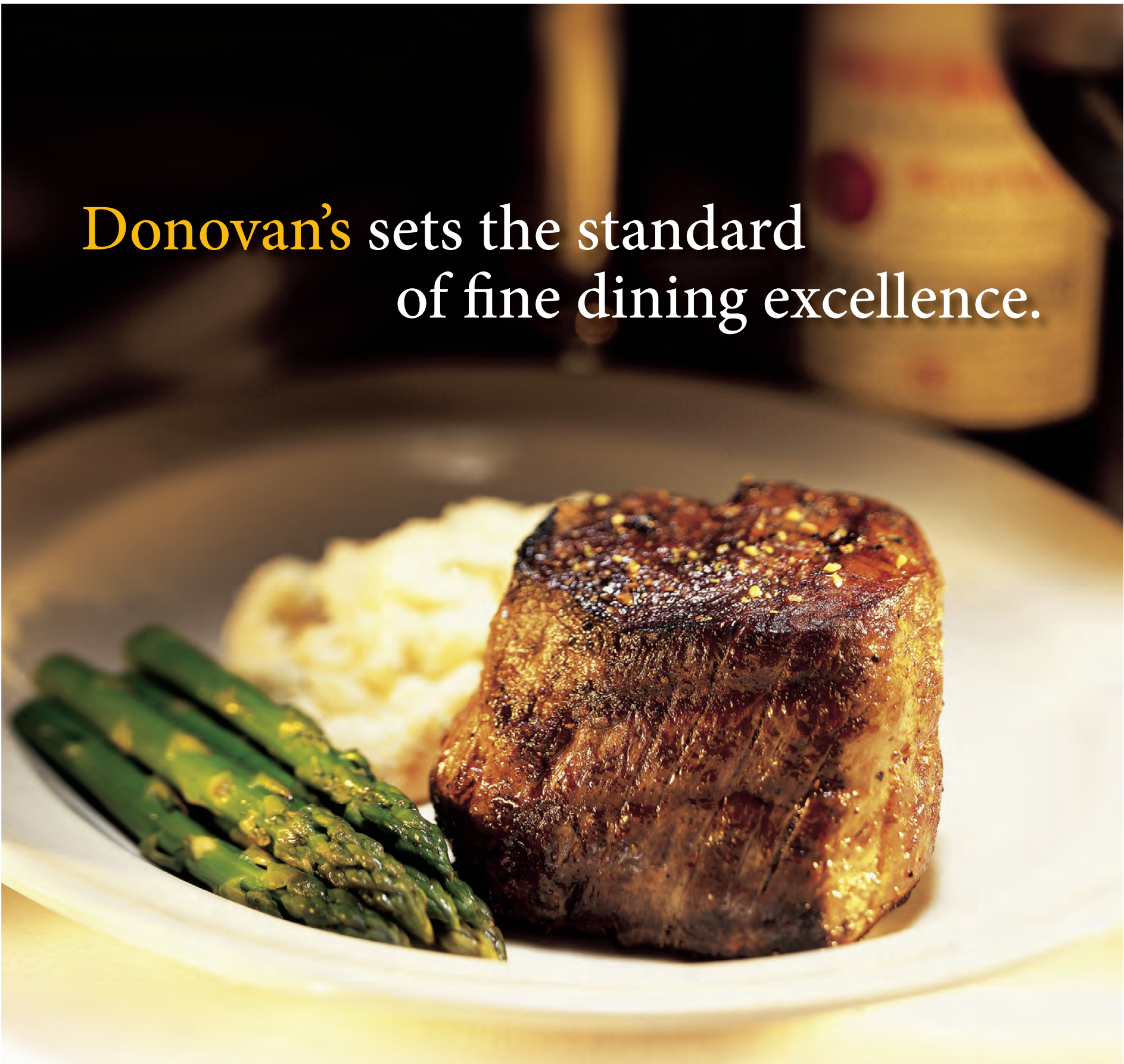
Created with the needs of a highly selective clientele in mind, Donovan's evokes the classic steakhouse experience, providing prime steak and chops in a sophisticated atmosphere for a one-of-a-kind dining affair. It is the perfect destination for getting lost in luxury and enjoying epicurean delights where mouth-watering prime steakhouse fare is paired with a thoughtfully selected wine program that has earned the prestigious Award of Excellence from Wine Spectator.

Planning an event? At Donovan's we create signature events for our clientele. Uniquely designed private and semi-private dining rooms accommodate intimate groups of 15 to full restaurant buyouts of 300, including a range of dining options such as seated dinner or a more casual reception.

Submitted by Donovan's Steak & Chop House

Donovan's Steak & Chop House's two locations in the heart of downtown's Gaslamp Quarter and La Jolla, offer award-winning dining for every occasion. Donovan's has been acknowledged as the California Restaurant Associations' Gold Medallion Best San Diego Steakhouse award. For more information, visit our website at: www.donovanssteakhouse.com. Reservations: 877-698-6666.





Donovan's sets the standard
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Donovan's serves only USDA Prime beef.

Only 2 percent of all beef graded by the USDA is Prime, and every cut of beef served is USDA Prime. We also serve the freshest and most sustainably procured seafood available.

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8 Tips for Planning Your Next Corporate Event

Hosting a corporate event is a wonderful responsibility. The organizations that celebrate together are the organizations that stay together!

We have compiled eight of our most helpful corporate event planning tips for your next event. Whether you're planning your annual company picnic, employee appreciation event, regional meeting, client appreciation event, anniversary celebration or otherwise; these tips will help guide you to the perfect outcome.

8 Tips for Your Next Corporate Event

1. Promote an "experience" instead of a task. While all corporate events have specific goals—finalizing budget plans, honoring a retiree, celebrating the company's 30th anniversary, raising employee morale, and so on—those specific event goals usually aren't the reason most people get excited. Sure, celebrating your favorite boss' retirement is a big deal and might generate some excitement, but wouldn't you be more excited if the party invitations, emails and reminders hinted at some sort of really funny game, awesome entertainment, crazy theme or gigantic cake? Don't get us wrong, the event's goals should never be overshadowed, but adding the excitement of an experience can make a difference in anticipation, interest and overall event enjoyment. And, in some cases, it can even increase attendance.

2. Make the event all about them. When we say "them," we mean your employees, clients and guests. If this is an employee appreciation event, your employees need to really feel the love. Consider having senior management and/or middle management participate in some or all of the activities and entertainment. Put the boss in a dunk tank or have the VP pass out cake or event prizes. Treat the guests like VIPs—employees and clients alike—so that you can truly maximize the morale boost.

3. Save cost on food when you opt for certain food styles. What does that mean? Well, instead of having a plated dinner, save a bit on cost with small plate stations or family-style service. Dessert and sweets tables are awesome and can really liven up the décor of a party. Keep in mind, though, that those tables are an added cost that some organizations choose to allocate elsewhere. Combine your event favors and dessert creating a to-go dessert. Or, incorporate the dessert into each table's centerpieces and save money on centerpiece décor.

4. You definitely should not cut back on event service costs. There are smart ways to save money on event costs and there are unwise ways to cut corners. When it comes to a successful corporate event, you simply cannot cut costs on event service and feel confident in a successful event. If you are over budget and need to find a way to reduce costs, we recommend altering your menu options instead of cutting down on service. Great event service is one of the biggest factors that can influence an event. Great service usually means a great event.

5. Choose a seasonal menu. A seasonal menu is exciting, relevant and usually more cost effective! When your caterer or vendor can purchase ingredients at low costs, they can also sell them to you at low costs. Ask your caterer to come up with seasonal menu options that tie into your event theme. Guests will love the seasonality and your bosses will love the reduced cost.

6. Remove potential embarrassment with one easy step. Host a meeting that includes all of your vendors, including your florist, rental company, caterer, planner, entertainer, etc. This might sound like a daunting task as the more vendors you have the more difficult it is to find a date and time that works for all. We prefer to be the liaison for our corporate clients. When you have a thousand responsibilities, scheduling and hosting a meeting like this might be stressful. It is very worth the time, though. We believe that getting all of your vendors and event participants on the same page—including the event's goal, the experience you're trying to give your



guests, the time frame, the worries, etc.—will almost eliminate any worries of embarrassment or things going wrong on the event day.

7. Ask for help. Depending on how large your event will be, we recommend creating committees or enlisting the help of others to help organize your event. Meet a few times to solidify your vision—then take those visions to your caterer and planner. Your caterer will work with you to create the perfect menu, décor and other elements, generating the perfect atmosphere as well as offering even more creative ideas to help your vision come to life. This is a great time to think about the kind of "experience" you want to give your guests. Once that idea is solidified, you, your caterer and your event planner can help construct that experience and amplify the anticipation about the event.

8. Find out how to look good to the boss. Is your boss particularly interested in something that you can incorporate into your event? Perhaps it has to do with the theme or the entertainment. Do it! This is an easy way to suck up to the boss. Does he or she love music? Hire a jazz band. Is his or her favorite food barbecue? Ask to incorporate that into your menu. One way to really make the boss happy without alienating any other tastes in the office would be to have food stations. You can have a barbecue food station along with other popular food themes, like all-American, Mediterranean, mac 'n' cheese (and other childhood favorites) as well as soups and salads.

Submitted by Festivities Catering & Special Events

For additional event tips, theme ideas, menu ideas and more information on our team, please visit www.festivitiescatering.com and www.picnicpeoplesandiego.com. We encourage you to contact our office at 858-586-2121 to speak with an event coordinator and discuss any inquiries about upcoming events. We look forward to speaking with you!



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Advanced bookings required. Food and beverage minimums apply.



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Continued from page A20

effects and audio visual companies provide the latest technologies that can add the "wow factor" to even the most staid presentations.

"More than 400 corporate events aboard Midway annually have proven to be an effective marketing tool for San Diego. Event attendees want to experience San Diego's unique Navy heritage and when they do, they return home across the country and abroad as enthusiastic ambassadors of their once-in-a-lifetime experience in San Diego."

Scott McGaugh
Marketing Director
USS Midway Museum

A well-executed event will bring the return on investment that today's companies demand along with a host of ancillary benefits that add to an organization's image and prestige.

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