

*SCRENSAVRS*

# EVENT PROPOSAL: VR DINE AND WINE

PROPOSED BY

Derek Pezo

DATE PROPOSED

12 June 2023



## EXECUTIVE SUMMARY





After three years of development, ScrenSavrs Corporation has finished its newest Virtual Reality model, the FutureVisions X3. ScrenSavrs will host a Dine and Wine dinner and marketing event to celebrate its prototype copy. ScrenSavrs is a company that believes partnerships and family are crucial in driving businesses forward and maintaining healthy relationships to keep a steady community. By promoting the new product, customers and other hopeful business partners may try the FutureVisions X3 for themselves.

The programs that FutureVisions X3 will consist of are various gaming, business, and retail programs that will appease any guest. This Dine and Wine event will be open to the families of other businesses, and also have a few ScrenSavrs employees bring guests to represent the company. This is intended to be a social and marketing function, while promoting the newest product in a friendly environment.

## BUSINESS OVERVIEW

This marketing event is set to take place roughly around May of 2024 from 5:00 PM to 11:00 PM, at Briza on the Bay in Miami, Florida. With a clear view of the waterfront, ScrenSavrs plans to have the venue serve buffet-style meals along with wine and other alcoholic beverages. Attendees are also permitted to bring family members as special guests. After the dining, the FutureVisions X3 shall be presented to everyone and discussed by the company's lead software engineer. Anyone is welcome to try the products for themselves.

As a token of gratitude for staying at the entire event, all participants will be offered ScrenSavrs merchandise such as T-Shirts, Pop-Sockets, pens, and other goodies. Posters and flyers will be distributed leading up to the event for everyone to feel welcomed. We aim to have approximately 300 attendees.



# TIMELINE FOR EVENT PREPARATION

## June-September 2023

Begin process of searching for venues, and become acquainted with potential options near Miami. Delegate specific duties within the SrenSavrs software engineering department

## October 2023

Details of FutureVisions X3 released to the public, consisting of all the new specs, different ways in which VR can help businesses grow, and what differences/improvements people can expect

## November 2023

Invitations to be sent out, chosen SrenSavrs employees will attend to represent company. RSVP list will be implemented for attendees and guests, special requests for certain dietary restrictions offered

## April 2024

Preparations/event set-up will begin, such as gathering invitations, counting SrenSavrs merchandise, and equipment set up. Since the event will have stations for guests to try the products themselves, all technical equipment will need to be tested and re-tested for effective use

## May 2024

SrenSavrs Dine and Wine VR Marketing event will be underway. The event will take place around the evening and will go late into the night

## BUDGET BREAKDOWN



**Venue Cost:**

**\$8,000**

**Buffet/Wine**

**Catering:**

**\$12,000**

**\$40 per guest**

**Approximately 300 guests total**

**VR Stations for**

**Guests**

**\$6,000**

**\$1,000 for equipment**

**6 Stations Total**

**Company.**

**Merchandise**

**\$950**

**T-Shirts, Pop Sockets, Pens**

**Security Team**

**6 unarmed guards**

**6 hour shift**

**\$20 per hour**

**\$720**

**TOTAL COST**

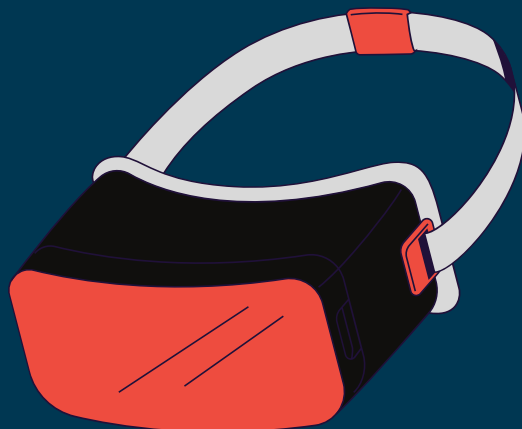
**\$27,670**



## PROPOSED COSTS

*The ScrenSavrs Dine and Wine Marketing Event will be held at Briza on the Bay, on 1717 North Bayshore Drive in Miami, Florida. The venue has adequate room for the approximate number of 300 guests that are expected to attend, and also provide a buffet-style dinner with wine. With enough space it will not only be possible to seat all of the guests, but there shall be room to have all the VR stations for self-testing by anyone interested. In order to truly bring about the meaning of community and partnership, it's imperative that all guests feel that they are enjoying themselves while socializing with others. These costs will ensure a delicious dinner and VR experience, while upholding the values of ScrenSavr's policies.*

*To provide safety, the unarmed security team will keep guests secure during their time at the event. The sharing of merchandise is also a crucial component of the budget that allow attendees to remember the brand of ScrenSavrs as an overall reputable company.*



## MEMO



To: Employees Representing Marketing Event  
From: Derek Pezo  
Date: November 6, 2023  
Subject: RSVP Reminders

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*I hope you are all excited about the upcoming ScreenSavrs VR Product Event. As mentioned before, family members of employees and significant others are more than welcomed to attend. The venue is asking very early in advance for RSVP, along with other important information. Below is a concise list of what the venue is expecting from guests during the invitation process.*

- 1. Please list every member who will be attending, including yourself.*
- 2. Mention any food allergies or dietary restrictions within invitation.*
- 3. Specify if you prefer to sit/not sit at a certain table with any other party for whatever reason.*

*While not extensive, these qualifications will ensure the invitation process will go smoothly. Completing these steps early will also guarantee a secured seat.*

## BAD NEWS EMAIL

Subject Line: ScrenSavrs Marketing Event - Information Regarding Merchandise

*Dear Staff,*

*The planning process for the ScreenSavrs Marketing Event is moving along on schedule, and the logistics are starting to become more developed. I've noticed everyone's hard work and greatly appreciate the team energy.*

*Due to Florida's recent shortage of cotton, we will unfortunately be unable to afford producing hundreds of company shirts for the event. We fully intend to give out other company merchandise to attendees, such as pop-sockets, pens, or reusable bags. As our clients, we understand how the ScrenSavrs event needs merchandise to ensure a memorable and successful experience for all attendees.*

*However, it's not fit to purchase massive and expensive amounts of cotton for the company shirts. We will instead use the allotted budget to produce 60 ScrenSavrs Shirts ranging from sizes small to large.*

*If there are any other suggestions besides the ones mentioned above, please feel free to let me know.*

*Best regards,  
Derek Pezo*

## GOOD NEWS EMAIL

Subject Line: ScrenSavrs Marketing Event - Venue Location Approval

Dear Staff,

It has been a pleasure working with you all for so long now, and I am pleased to say that after all our tireless efforts we have finally secured a venue spot with adequate room!

This venue will be located at 1717 North Bayshore Drive, in Miami, Florida. It has the potential to seat over 300 guests, but we will continue to have an RSVP list to enforce organization. The indoor seating provides enough space for the VR presentation and will allow time for participants to try the equipment themselves.

The location also has an outdoor patio on the waterfront for guests to enjoy the relaxing scenery. However, we strongly believe that the majority of the event should be held inside to avoid any complications with potentially bad weather. Considering the expensive VR equipment, it would be most wise to keep the venue inside as much as possible.

There will be more details to come when the event draws closer.

Great work everyone!

Best regards,  
Derek Pezo

SCRENSAVRS CORPORATION PRESENTS

# *Dine and Wine Vr Event*

Prepare to be amazed at our newly developed  
Virtual Reality Headset: The FutureVisionsX3  
You and your guests will love dining while basking  
in the awesome VR Product!



JOIN US FOR THE OFFICIAL PRODUCT  
RELEASE ON MAY 10, 2024!

1717 North Bayshore Drive, Miami, FL 33132

5:00 PM-11:00 PM





PRESENTED BY SCRENSAVRS

# Dine and Wine Virtual Reality Event

*May 10, 2024 | 5:00 PM-11:00 PM  
1717 North Bayshore Drive  
Miami, FL 33132*

*See the new FutureVisions X3 Model, and  
learn how VR can help your businesses!*

**MARKETING  
EVENT FOR  
BUSINESSES  
INTERESTED IN  
NEW VR  
PRODUCT**

All current or hopeful  
business partners of  
ScrenSavrs are welcomed  
to attend!

Learn how our new VR  
Products can benefit your  
company.

**RESERVE  
SEAT  
TODAY**

Event Coordinator

Derek Pezo

Contact Information

973-247-4294

## FLYER DESCRIPTIONS

### Flyer 1

*While the marketing event will be specified for new and current partners of ScrenSavrs, the proposed plan asks a few ScrenSavrs employees to attend. Therefore, this flyer was made in a more appealing and laid-back manner for the respective guests to make them excited to attend. I chose this format since the color scheme and different graphics are easy to digest for viewers. It makes this event seem more lighthearted and less formal since the audience for this flyer is more for the guests rather than the business representatives. The images of the buffet and wine glass are also engaging for the audience and is more effective as opposed to an audience of strictly business partners from ScrenSavrs.*



### Flyer 2

*This specific flyer format was aimed at the attendees of the business partners with the intention of convincing them to attend. When creating it, I had the idea to advertise this for current and future business partners with ScrenSavrs. I made it a point to allow readers the feeling that the flyer was speaking directly to them, and having a call to action that invites them. For example, I emphasized that not only ScrenSavrs is hosting this Dine and Wine, but also how attendees can learn other helpful business information in a relaxed, social environment. This flyer was definitely made in a more informative, professional format with the intent to persuade people to come and learn how to benefit their own corporations.*

# Venue Layout

