

ASSIGNMENT #3: TEA PARTY

Assignment #3: Tea Party

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MKTG 155

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2.1 Introduction

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a) The theme for the tea party we will be hosting at Happy Valley Long Term Care Centre is a Christmas theme. I chose this theme because Christmas is around the corner, and we are in the holiday season. It is appropriate for the residents because it is December, which means Christmas is being celebrated. If the residents don't celebrate Christmas, we can still accommodate them. This event will be unique because we can still celebrate a holiday themed party, but still be able to accommodate residents who don't. We will measure the event on the feedback from the residents, the reactions from family and friends, and how my staff are feeling once the event is finished.

b) The activities we will be offering are music/dance party they can move along to, sing-a-long songs like holiday ones since the theme of the party is Christmas themed, and painting. Painting will not be a problem to the residents because the elderly don't require much energy while holding a paintbrush. Also, if they have grandchildren we can include them and have them spend time with their grandparent.

c) Adequate food intake is important for the elderly because it lowers the risk of malnutrition. Since their body mass is decreasing, their energy requirements are also reduced (World Health Organization, 2018). Hydration is important for seniors because it can lead to delirium, infections, and more (The Bristol Assisted Living, 2016).

2.2 Marketing and Promotion

a) **What:** Happy Valley LTC Holiday Christmas Party

When: Saturday, December 22, 2018 at 4:30pm

Where: Happy Valley LTC

Party Room

247 Humberline Dr.

Etobicoke, Ontario

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M5J 4X4

Who's invited: Immediate family and requested friends of residents

Why it's being offered: the party is being offered because the holidays should be spent with the closest people you love the most. Even if you don't have family or kids, you can still invite close friends.

What to expect Expect: a light dinner. Dancefloor with music from the 60's, 70's, and hits from today, painting (which you can include your grandchildren if you have any), and a sing-a-long to Christmas songs and holiday songs.

Schedule of events:

4:30pm – Arrival/Sign in

5:00pm – Dinner service start

6:00pm – Dinner service end

6:30pm – paint activity

7:00pm – Sing-a-long

7:30pm – Dance floor (residents may choose to leave or stay at this point if they do not want to dance

7:35pm – Loot-bags given to any children in attendance

b) Marketing Mediums:

Residents: invitations will be given to residents if they are in their rooms. As well as a poster in the dining area, and in social rooms.

Staff: staff will be provided a poster in each nursing station, as well as in the staff break room.

Family and visitors: staff will ask residents who they will be inviting and ask the for the address, then invitations will be sent out accordingly.

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Volunteers: social media for the LTC will be given to them

Highschool Volunteers: whoever applied to be a volunteer, we will reach out to the principal to give the students their invitations.

2.3 Menu Development

a) **85 Regular Diets**

Baked Lemon Glazed Salmon
Sautéed String Beans
White Rice
Cup of Juice

Gluten-Free Diet

Oven Baked Chicken
Fusilli Pasta (Gluten-free)
Sautéed String Beans
Cup of Juice

15 Minced Diets

Oven Baked Chicken
Steamed Broccoli and Steamed Carrots
Cup of Water

12 Puréed Diets

Puréed Chicken
Puréed Broccoli
Puréed Potato
Cup of Water

7 Thickened/Puréed Diet

Fruit Juice/Tea (Thickened level 2)
Puréed Beef
Puréed Corn
Puréed Potato

b) **20 Nutritional Considerations: Alzheimer's/Dementia**

Puréed Roast Beef
Puréed Potato
Puréed Asparagus
Cup of Water

c) The Foods/recipe increase the nutritional intake and hydration of the residents because it meets their dietary needs.

2.4 Human Resources Management

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- a) Informational poster at Community Centre bulletin board
 - 1) Life enrichment staff will help improve quality of life to the residents by helping them move around the event. Also energy booster for seniors, and give them energy to enjoy the party.
 - 2) The volunteers will help decorate the event hall
 - 3) The cook will come up with the grocery list and cook the dinner
 - 4) I would hire a “Santa Claus” to take pictures with the families

2.5 Financial Management

\$600 budget

We will be shopping at Loblaws.

Chicken: 28 portions $\$0.76/100g = \21.28
Broccoli: 27 portions $\$0.90/100g = \24.30
Carrots: 15 portions $\$0.88/100g = \13.20
Potatoes: 39 portions $\$0.43/10g = 17.12$
Salmon: 85 portions $\$3.97/100g = \337.45
String Beans: 86 portions $\$0.40/100g = 34.40$
Rice: 85 portions $\$0.25/100g = \21.25
Fusilli: 1 portion $\$0.40/100g = \0.60
Corn: 1 portion $\$0.17/50ml = \0.17
Beef: 1 portion $\$2.17/100g = \2.17
Asparagus: 1 portions $\$1.32/100g = \1.32
Oasis Orange Juice: $\$0.34/200ml = \29.24

Subtotal: \$502.50

Total: \$567.82

Works Cited

The Bristol Assisted Living. (2016, August 9). *The Importance of Staying Hydrated for Seniors* . Retrieved from The Bristol: <https://thebristol.com/blog/importance-of-staying-hydrated-for-seniors/>

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World Health Organization. (2018, December 13). *Nutrition for Older Persons*. Retrieved from World Health Organization :
<https://www.who.int/nutrition/topics/ageing/en/index1.html>