



Syllabus

Restaurant Entertainment

Class Objective: To education students on marketing tools that can be used in a restaurant environment to help increase customers, increase leads outside of the restaurant and to generate useful feed back.

Completion of Class: Students will have the basic understanding of restaurant marketing vocabulary, understand the thought process on developing an advertising tent, to-go fliers, menu frame and poster design. Students will be able gather feed back through the use of business cards, increase leads and testimonials.

Class Format: Lecture with Q & A at the end of lecture.

Material Needed: Paper and pen for notes. This is a non-balloon making class.

Level: All Levels

Length of Class: 90 Minutes

Date: Tuesday, September 25, 2007

Session: #4

Time of Class: 3:45 pm - 5:15 pm

Instructor: Dale Obrochta, Magical Balloon-dude

Dale “Magical Balloon-dude” Obrochta has been performing for 23 years in the Chicago land area. Dale owns and operates the mbd2.com website which is home of the mbd2.com forum. Dale is a seasoned professional who has worked all venues of entertainment such as TV, Radio, and newspaper and has had countless articles written about his entertainment. Dale is known for is in depth marketing knowledge, understanding of promotional entertainment, restaurant entertaining and is a successful trade show balloon entertainer.

- He has written two books Face, Face, Balloon Faces and Mardi Gras Bead Twisting. Co-Produced The Art Of Balloon Twisting
- He is presently writing a book on restaurant entertainment
- Written numerous articles for mbd2.com forum
- His work has appeared in Balloon Magic Magazine
- Administrator of mbd2.com forum

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