

WHO (initials)	WHAT (description of activity)	WHEN (date for completion)
	Internal Advertising	
	Posters around the hotel advertising the new menu offers	06/02/2012
	Vouchers on the front desk upselling breakfast for £5 to R/O	
	Upselling of Resturant bookings at Check-in	
	New Menu to be designed and put into place (2 course for £10)	06/02/2012
	External Advertising	
	Leaflet drops	
	Banner outside	06/02/2012
	Brainstorm Poster locations: Churches/Shops/Bus stops	06/02/2012
	Online Advertising	
	Research Food websites/listings and make sure we are there	11/02/2012
	Ammend website to show correct details and upsell product	11/02/2012
	Other	
	Cumbrian Newspaper	06/02/2012

ACTIVITY (What still need's to be done)	TASK COMPLETED (yes/no)
Reception team	
Reception team in intiate this procedure.	
Onecall are devloping this and will forward to hotel to be printed inhouse.	
Internal advert should be the same as the proposed leaflet drop. Leaflets should also be sent to business data	
Desgining to coincide with our menu offer. Sites for x2 banners has been decided	
Agreed to discuss on the 06/02/12	
Such as taste card etc.	
Implement the pormotional Contra-deal worth £3K	