Leila Marie Eid Associate Director of Events Northeastern University

716 Columbus Avenue, Ste. 321

Boston, Massachusetts 02120

United States Telephone Number: 1-617-373-2521

Fax Number: 1-617-373-5853

Request for Proposal:

*Northeastern University’s CEO Breakfast Forum*

Date Submitted: Thursday, July 26, 2012

**Company Name:** London Park Lane

**E-mail:** [londonev](mailto:londonevents@ihg.com)[ents@ihg.com](mailto:ents@ihg.com)

**Re:** Request for Proposal: The CEO Breakfast Forum Dear:

Thank you for taking the time to help me find a suitable venue for our upcoming CEO Breakfast Forum, scheduled for Friday, October 26, 2012. This is a sit-down, plated and served breakfast for approximately 75 guests, with a keynote speaker (Richard Cousins, CEO of Compass Group). I’ve outlined some details to give you a better un- derstanding of our needs. I would like the hold this event somewhere in the City West or Mayfair areas of London. Any assistance with identifying venues in these areas would be greatly appreciated.

Best regards,

# Leila Marie Eid

Associate Director, University Advancement Events (617) 373-2521 | [l.eid@neu.edu](mailto:l.eid@neu.edu)



**Request for Proposal: The CEO Breakfast Forum**

**Date of Request:** Thursday, July 26, 2012

**From:** Leila Eid

**Tel:** 1-617-373-2521

**Fax:** 1-617.373.5853

**Email:** [l.eid@neu.edu](mailto:l.eid@neu.edu)

**Event Title:** The CEO Breakfast Forum

**Confirmed Date:** Friday, October 26, 2012

**Desired Location:** City West or Mayfair, London, UK

**Start time:** 8.00 AM coffee networking reception | 8.30 AM Breakfast and speaking program

**End time:** 10:00 AM

**Host of Event:** Northeastern University’s President Joseph E. Aoun

**Expected**

**Attendance:** 50 to 75

# Program Agenda:

* 8.00 AM coffee networking reception in a separate space
* 8.30 AM Breakfast and speaking program

**Keynote Speaker:** Richard Cousins, CEO of the Compass Group

**Attendee Profile:** University alumni, friends and parents who are chief and senior executives, living or working in the UK.

# Room Set up Details:

## Registration station:

* An area for registration with 1 6-ft. table for nametags and print materials

## Networking space must have:

* A coffee and tea display
* 4 “high-top” tables for guests to stand at while chatting

# Room Set up Details:

*Breakfast Room must be able to accompany the following:*

* Banquet style seating- approximately (8) 60” round tables w/ 8 persons at each.
* Small stage for speaking program (approx. 4x8 ft.)
* Podium
* Pipe and drape as stage backdrop and to hang to potentially hang a banner behind the speaker.

# Audio/Visual Needs:

* Microphone at podium
* Hand-held microphone for Q&A session
* Projector and screen for PowerPoint presentation
* OR (2) 50-60” flat-panel TVs instead of 1 larger screen
* Videotaping and webcasting services (can be outsourced if unable to provide)

# Menu Details:

Networking reception

* Coffee service and biscuits or scones Breakfast
* Sit-down, plated hot English breakfast, coffee and juices, served tableside.

# Equipment Required:

* All necessary serveware, dinnerware, and cooking equipment.
* Guest tables and chairs.
* White or cream floor-length table linens and matching napkins

## Please provide itemized a cost estimate, which may include some or all of the following:

* Room/Venue Hire
* Food price (per person)
* Beverage estimate
* Rentals: China/Glassware/Service/Tables/Chairs/Linens
* Staffing/Labor
* Fees- VAT, service charges
* Other additional charges if necessary

Thank you!

Leila