Giordano-To Wedding Event – preliminary strategic framework (Save the Date!)

BHAG: "To simplify and economize a horrifically complicated process into a 'fun-to-plan' event" **Objective:** "To operationalize wedding event with >90% satisfaction rate and <2% logistical difficulties"

Key facts

- > Peter and Tracy are getting married!!
- > **Event date**: late afternoon, 26 August 2006
- > Location: Meadowlark Botanical Gardens (Beulah Road betw Rt. 7 L Rt. 123, Vienna, VA, near Washington Dulles (IAD) airport)
- > Event type: traditional American ceremony, w/heavy Asian/Vietnamese influence (hopefully including steamed roast pork buns)

Strategic issues and questions

- > Are Peter and Tracy's friends aware that this event is taking place and that Peter and Tracy would love for them to attend?
- > Do said friends have the knowledge required to prepare for attending this event?
- > Do the individuals invited like steamed roast pork buns?

Core hypotheses

- > More than one year after getting engaged, some individuals may still not be aware that Peter and Tracy are engaged, or even that Tracy is a real person, not a Blackberry_{TM}*
- > Most of Peter and Tracy's friends plan their lives well in advance (unlike Peter and Tracy) so would appreciate a bit of forewarning

Strategic imperatives

- > Get the word out!
- > Try to remain calm
- > Wrest control from crazy elders
- > Convince Tracy that it's perfectly fine for Peter to wear lobster costume at ceremony

Key strategic initiatives

- > Wedding invitations (forthcoming)
- > Further logistical information (brunch, event address, etc.) to invited guests
- > Bachelor party/stuff for Tracy
- > Tax evasion schemes
- > Steamed roast pork bun procurement strategy
- > Alcohol optimization model

Key enablers

- > Strong workplanning skills
- > (Relatively) understanding friends
- > SWOT analysis
- > Understanding employers who don't mind Peter using proprietary strategic frameworks for his own personal benefit
- > Alcohol allowance (Diageo products only)

Where to stay

>Best option:

- > Hyatt Regency Reston (Reston Town Center; best option for pre- and postevent nightlife; discounted rate under Giordano/To wedding)
- >Other options (esp. for SPG/MR fans):
 - > Sheraton Reston
 - > Tyson's Corner Marriott
 - > Sheraton Premiere Tyson's Corner
 - > Embassy Suites Tyson's Corner
 - Ritz Carlton Tyson's Corner ***STRICTLY PRIVATE & CONFIDENTIAL***

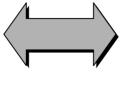
Implementation

Who(m?) to contact

- > Give us a shout if you have any questions:
- > Peter:203-570-7760 (M) 203-229-4649 (W)

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>Tracy:703-850-5181 (M) tracy tto@yahoo.com



What to do

- >Block off the weekend of 8/26 including event on Saturday, dim sum brunch on Sunday, and post-rehearsal dinner casual gathering on Friday eve
- >Reserve a room
- >Maybe get a flight
- Send a note to Tracy endorsing the lobster costume idea
- >Pass along any wedding planning advice you may have (PLEASE)
- >Get excited!
- ***DRAFT SEEKING ADVICE OF COUNSEL***

* Blackberry patent under dispute at time of publishing