

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 & 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)

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 BlackBerryTM*
- > Most of Peter and Tracy's friends plan their lives well in advance (unlike Peter and Tracy) so would appreciate a bit of forewarning

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

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?

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 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)

Implementation

Where to stay

- > **Best option:**
 - > Hyatt Regency Reston (Reston Town Center; best option for pre- and post-event 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

Who(m?) to contact

- > Give us a shout if you have any questions:
- > **Peter: 203-570-7760 (M)**
203-229-4649 (W)
peter_giordano@yahoo.com
- > **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!