

King Neptune Night

Georgia State University

Introduction:

Our annual King Neptune Night is a seafood extravaganza that immerses our students in a beautiful underwater environment. Georgia State University takes extraordinary pride in providing our student body with engaging, innovative events. These events showcase the tremendous talent of our dining staff, the fine ambiance they are able to provide and quality customer service. These events appease the tastes of the community and takes them on a rich culinary adventure featuring dining elegance and exquisite cuisine.

Essay:

The menu was constructed over 3 weeks of meetings wherein we analyzed what was a popular dish at the previous year's event and what was currently trending in the seafood market. As a university centered in an urban area, there are a myriad of seafood restaurants that our students can choose to dine at. Our goal for this event is to take the best elements of all the local seafood spots and remix it into an experience unmatched by any restaurant. Our dedication to menu diversity was highlighted through our raw oyster bar, shrimp cocktail bar, and seafood boil bar. When selecting the menu items, we made sure to select recipes that engage the senses at every level. One over-arching trend that we observed was the request for plant-based seafood. Our incorporation of plant-based seafood and use of vegan butter on our menu allowed us to expand our event to include those with other dietary preferences or restrictions.

Introduction:

PantherDining and Georgia State University presents different theme nights to further engage with the University community. One of these events is King Neptune. This event is a fun & innovative way to introduce local flavors to a diverse and vibrant community. Designed to showcase a variety of seafood dishes, the event offers students, faculty, and attendees an opportunity to partake in a phenomenal culinary experience. This celebration highlights the university's recognition of its diverse student body and its commitment to inclusivity, where individuals from all backgrounds can come together to enjoy and experience the unique tastes of local cuisine

Essay:

The dining hall was transformed into a vast oceanic experience and underwater paradise. Upon entry to Patton Dining Hall, guests were greeted by the bright and inviting streamers simulating the relaxing reflection of the sun on the ocean. Adorned by aquatic regalia and imagery, the dining hall successfully conveyed the idea of ocean immersion. The diligence shown by the staff is an amazing display of their dedication and exemplary service. The defining aspect that we wanted to convey was "freshness". The underwater paradise began with students lining up at the "Sand Bar" for freshly shucked oysters and handcrafted mocktails. A Mermaid and King Neptune ice sculpture greeted students as they approached the Shrimp Cocktail bar. Dining tables were adorned with sand and sea shells to further immerse the students in the seaside fun. These items were nice mementos for students to take as reminders of the extra effort we seek to provide exceptional service. The King Neptune event emphasizes Georgia State's innovative approach to enhancing campus life through meaningful experiences.

Introduction:

At Georgia State University, developing a solid marketing plan for the King Neptune seafood event is a collaborative effort that reflects our commitment to engaging a diverse audience. Our strategy focuses on leveraging a variety of platforms to reach students, faculty, and the broader community, ensuring widespread awareness and participation. By highlighting the event's emphasis on local flavors, cultural diversity, and sustainability, we craft messaging that resonates with our university's values and appeals to the unique interests of our audience.

Essay:

From social media campaigns featuring vibrant visuals of the seafood offerings to targeted outreach through campus organizations and local partnerships, we create a cohesive plan designed to maximize impact. Through this thoughtful approach, we not only drive attendance but also strengthen the event's role as a bridge between Georgia State's diverse community and the rich traditions of the region. Feedback and data collection were vital components of our approach, enabling continuous improvement for future events. Surveys, social media interactions, and direct input from attendees and volunteers allowed us to gauge the impact of the King Neptune event on our diverse community. By analyzing this data, we identified areas for growth, such as expanding the representation of additional cultural cuisines and enhancing sustainability measures. This process reflects Georgia State's commitment to excellence, as we strive to create events that are not only inclusive and impactful but also adaptive to the evolving interests and values of our students and community.

Introduction:

Sustainability and student involvement were key to the success of Georgia State University's King Neptune seafood event, reflecting our dedication to fostering meaningful engagement and environmental responsibility. The event was designed with a focus on sustainable practices, from sourcing seafood from local, eco-friendly suppliers to minimizing waste through composting and recycling initiatives. Students played a central role in the event's planning and execution, contributing ideas for sustainable operations and cultural representation that resonated with their peers.

Essay:

The use of our Raccoon Eyes program helped track waste so that our team can make appropriate adjustment for future events. Having elements like a tiki bar, a raw oyster bar, and crab boil bags enhanced the authentic seafood restaurant aesthetic at the event by immersing attendees in a coastal dining experience with true urban flavor. The PantherDining

Dining Engagement team spent countless hours designing marketing materials and distributing them throughout campus. During the event they played a pivotal role in collecting feedback from the guests. The data collected shows that the students truly enjoyed the event.

Log in to nacufs.awardsplatform.com to see complete entry attachments.

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PDF

Temp Log.pdf 849 KiB

DOCX


HACCP King Nep... 20 KiB

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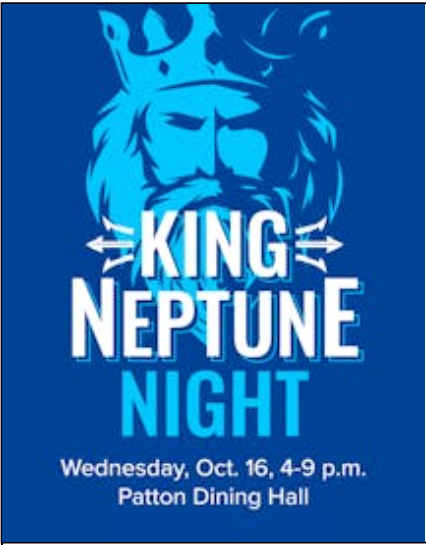
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KN-Menu and M... 2.3 MiB





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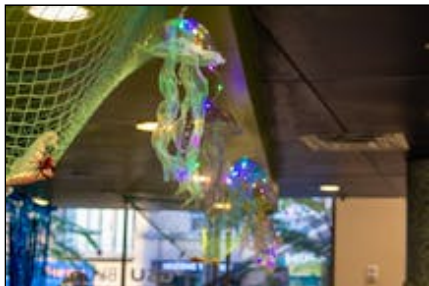
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