**Foreign Business Project:** **Planning an Itinerary**

You are in charge of planning a seven-day itinerary for 30 foreign business executives who will be in the Dallas, Texas area. Incorporate both sports and entertainment activities as well as lodging, transportation and dining. Consider as well that these executives will be in town for a technology conference and will attend meetings for four hours each day for four of the days they are in town.

Keep in mind that considerations must be made for how a country is represented to companies who do business with each other and all the issues to be taken into account such as respecting customs, cultures. among other things.

Remember the following when researching and planning:

* You must promote the DFW Metroplex in a positive manner
* You will draw to determine what country your guests are from. What are the possible custom conflicts you may encounter?
* You decide what time of year or month; however, think about when they will arrive and depart.
* How will you “sell” Dallas?
* What key places and events will you include? Your presentation must include a mixture of:
  + Sporting Events
  + Entertainment Events
  + Cultural Events
* Where and when will meals take place and at what cost? Remember foreign customs! You may not repeat a restaurant in your plan. Your guests may only eat four meals in the hotel.
* Are your guest’ male or female?
* Where will the conference be held? (Registration is paid separately and is not part of this activity.)
* What considerations have you taken regarding language barriers?
* What will you include in the host/hostess gifts? ( “goody bags”)
* What brochures will you include in the information packet?
* What are the cost factors per person and as a group?
* No “Gentlemen’s” Clubs or bars. Sorry about that!!!!
* Keep your expenditures to no more than $5,000 per person. (Airfare not included.)

**Project Pointers**

You will be graded on the following:

* Participation with your partner
* Daily work on computer
* Appropriateness of your selections
* PowerPoint presentation to the class (oral)
* Appearance of PowerPoint presentation (minimum of 14 slides)
* Your appearance
* Realistic nature of project
* You pick the time of year they are coming!
* Find out important info about your country
* What about customs? No faux pas!
* Allow two days for travel; however, these days DO NOT count toward the conference time frame
* Maximum of 4 people per hotel room
* Think about time allowances (drive time within the Metroplex, etc.)
* Presentation: Audience will be from the “country” which has been assigned to you
* Consider any cultural food restrictions
* You must secure transportation. Rental cars will not be an option.
* Remember: no activity may be repeated!
* You will have to research the hotel occupancy tax for your location and calculate the tax per room per night.
* Your company will handle payment of all activities and meals, etc. You must keep a running total of all expenses (use a spreadsheet).
* Do not forget to include all gratuities! (Wait staff, chauffeur, hotel, etc.)
* You and your partner will receive a commission of 6% per visitor in the group. Make sure you show your guests a GOOD time!
* Calculate how much your company made on the entire booking. (Hint: revenues less expenses.)
* \*\*\*Both people must present

Be as detailed as possible. Be as creative as possible.

Think outside the box.