



INTERNSHIP SYLLABUS

Dover Hall is Central Virginia's Premier Destination for Unrivaled Events, Boutique Lodging, and Thoughtful Cuisine. This 38,000 square foot English style Tudor Castle sits on 55 rolling acres and is conveniently located just west of Richmond, Virginia. We also operate Bartizan, an Event Space, located in Short Pump. Bringing over 150 years of industry experience, our well-seasoned hospitality team has been hand picked from the finest event venues, restaurants, and country clubs throughout the East Coast. Dover Hall Experiences offers three distinct internship programs for the qualified student. Our elite team is committed to giving back to the hospitality leaders of tomorrow and fortifying the students' credentials in their search for job placement.

EVENT SALES & PLANNING

Mentors: *Kate Belleman (Director of Corp. Sales); Delaney Ogden (Event Sales Manager)*

- Designing a wedding and corporate/social program in line with the targeted audience including pricing, services, menus, amenities, and print/digital collateral
- Managing the 4 Step Sales Process through Inquiry, Tour, Follow Up, and Booking
- Planning a seamless event and writing BEOs to include timeline, room setup, menus, audio visual, décor, and vendors
- Building a solid vendor network to become the industry expert and grow referrals
- Marketing through Web based platforms, Printed publications, and Client reviews
- Creating social media platforms with engaging content and relevant images/video
- Reporting on Lead generation, Conversion rates, Source, Booking timeline, and Revenue
- Exploring continuing education opportunities
- Attendance and participation in weekly Staff meetings

CULINARY PRODUCTION

Mentors: *Leah Randolph (Executive Chef); Nick Lawrence (Chef); Danielle Dunkum (Sous Chef);*

- Defining your food philosophy, creating and writing menus, and developing a unique presentation
- Managing ordering, scheduling, preparation, and execution of all private/house events and bed & breakfast meals as dictated by the BEO
- Achieving targeted food and labor costs
- Conducting monthly inventory of all food, freezer, dry storage, paper goods, etc.
- Exploring continuing education opportunities and training your culinary team to elevate their skill set
- Attending community networking and showcase events
- Implementing systems to provide a teaching tool and create accountability for the staff
- Maintaining SOPs to keep all operation/storage spaces clean and equipment in working condition

EVENT MANAGEMENT

Mentors: Silvia Valladares (Event manager), Wendy Estes, (Event manager), Michael Hoy (Director of Logistics)

- Managing scheduling and hiring of event staff while maintaining targeted labor costs
- Creating a task list and overseeing Staff during set up, execution, and breakdown of each event as dictated by the BEO
- Monitoring the flow of the event based upon the existing timeline
- Developing unboxed ideas for presentation of butlered canapes, hors d'oeuvre displays, action stations, and plated meals
- Learning the basics of audio visual set up and execution
- Working as the primary point of contact during events for wedding/event planners, party hosts, and strategic partners involved in house events
- Developing a training program for events team to elevate their skill set and distinguish DH in the marketplace
- Maintaining inventory of all china, flatware, glassware, linens, décor, and audio visual
- Implementing systems to provide a teaching tool and create accountability for the staff
- Attendance and participation in weekly Staff meetings

The following phone contact is for University & School administrators to ask any additional questions. Applicants should only contact Dover Hall Experiences by email directly. Thank you.

Robert Howell

Business Development Director

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