

Festival & Occasion Campaign Planner

Food Service, Restaurants & Cloud Kitchens

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a festival/occasion campaign plan — menu, offers, marketing and operations for festivals and occasions (Diwali, weddings, New Year, cricket, etc.) — to maximise seasonal demand. Use it to plan campaigns. For special menus use the Seasonal Menu Planner (F3).

Purpose of this tool & output

Capture festival and occasion demand

How the output is used

Use the planner to capture festival and occasion demand.

Important cautions

Festivals and occasions are major demand peaks — plan menu, marketing and operational capacity together, and take pre-orders/bookings to manage the spike. Corporate gifting and catering (e.g. Diwali) add high-value orders. Align to your local calendar.

Companion documents

- Restaurant Marketing Plan
- Food Social Media Playbook
- Offers & Promotions Designer
- Restaurant Loyalty Program Designer
- Online Review & Reputation Management
- Google Business Profile & Local SEO

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.