

# Vue on 30a Showcases Event Planning Using Five Senses

For nearly five decades, Vue on 30a (formerly The Beach Club) has been a staple in South Walton for its exceptional Gulf-front dining service. From carefully crafted cocktails to perfectly prepared dishes, Vue on 30a knows a thing or two about not only providing its customers with an award-winning dining experience, but also setting the stage for some of the best weddings and private events in town.

As many know, the start to fall is the kick-off to so many fun celebrations with the mild temperatures and picturesque sunsets. For those planning for a special event this season, Vue on 30a's Private Event Director, Kristi Rustin shares the restaurant's secrets to event planning, using the five senses.

**Sight** – The most important sense of all! The event should be visually appealing with inviting and festive decorations. The main room or area for guests should be the main emphasis of the decor but also consider areas like the entrance, walkway, etc. The entry ways help set the mood - first impressions are everything.

**Smell** – This is probably one of the hardest senses to accomplish and often overlooked, but yet the most sense linked to memory, so it is very important. This sense can be achieved simply by the aroma of food being prepared for the party. If you think about it, a summer barbecue would not be the same without the smell of the grill. Smell can be achieved by flowers, food, candles, incense, diffusing essential oils and more.

**Sound** – Set the mood and continue the theme with appropriate music or nature sounds. Be creative and unexpected - alternate between nature sounds and music – mix it up and have some fun creating the scene.

**Feel** – This can be achieved through the décor of the party. Textures through fabric, furniture, accessories and décor. For example, for a football themed party, besides the obvious footballs you could consider chairs with football jerseys or referee jerseys fitted over the back of the dining chairs, throw blankets on bench seating, etc. Another fun idea is to add artificial turf to the buffet table or centerpiece design.

**Taste** – The menu for the party should coordinate with the theme. A popular item this past year has been to offer a signature cocktail that matches the theme and have them ready to greet your guests. In addition, welcoming appetizers offered as guests arrive is always a hit. The “main” course, if there is one, could be kept simple but offer something for everyone. A buffet is a great option and allows for socializing. If a more formal seated dinner is desired, make it special. Finish it off with dessert - even if its small bite sizes dessert – there is nothing better than a sweet, fond farewell to end the perfect party.

For reservations, private event pricing or more information on Vue on 30a, visit [vueon30a.com](http://vueon30a.com) or call 850.267.2305.

