

Auditorium

- Confirm auditorium date and time, chairs, tables, lights, electrical power, extension cords, etc. Remember, if curtains are not available, consider using pipe and draping to section off backstage area.
- Check lighting for stage area and off-stage kitchen prep area.
- Check the auditorium entrances and Vendor Expo Area for traffic flow. Avoid congestion at the door when taking tickets and handing out gift bags.
- Arrange for staff to open doors of auditorium at least 90 minutes prior to the start of the show to accommodate the seating of all attendees. For planning purposes, please note that it takes approximately one hour to seat 1,000 people.

Equipment/Supplies

- Make arrangements for connecting the two ranges. Electric ranges will require 220-240-voltage. Gas ranges are typically converted to use propane gas. Pigtales must be attached to back of the ranges. Arrange for appropriate adapters.
- Arrange time for electrician to check power supply/hook-ups for stage appliances.
- Arrange for all appliances and projector(s) with projection screen(s) to be on stage and operational when Culinary Specialist arrives for set-up.

Local Sponsors

- Assign local businesses a time for booth set-up.
- Collect door prizes and handouts for show. List door prizes with sponsors for Emcee. Decide on effective door prize distribution.
- Provide Grocery List to supermarket sponsor. Make arrangements for groceries to be at auditorium when Culinary Specialist arrives for morning set-up.
- Prepare a list of the top 3-5 major local sponsors. Give this list to the Culinary Specialist the morning of the show.

Marketing/Promotions

- Push last minute ticket sales. Check out and implement the “Top 10 Last-Minute Ways to Boost Attendance,” found within the “Ticket Sales” section of the Media Website.
- NEWSPAPER MEDIA:** Be certain to run the Taste of Home Cooking School fullpage national sponsor ad and food releases and photos. There must be at least one food release and one food photo (if provided) for each national sponsor. Ad copy and food releases and photos are provided by Taste of Home Cooking School. Items are available in the “National Sponsor Requirements” section on the Media Website.
- NEWSPAPER MEDIA:** Make all final arrangements for Taste of Home Cooking School Special Section.
- RADIO MEDIA:** Make certain that at least 150 radio commercials will air prior to your show day. Radio commercials must feature the national sponsor radio taglines found on the Media Website in the “National Sponsor Requirements” section.
- All promotional and program materials should be at printer and sign maker (optional).

Volunteers

- Make arrangements to assemble individual gift bags. All ticketed guests are entitled to receive a gift bag. Remember that stuffing bags takes time and manpower.
- Prepare schedules for all personnel involved.
- Make arrangements for the Show Coordinator and other resource personnel to be at the auditorium during the entire set-up.
- Complete the list of door prizes for Emcee. Also provide the Emcee with the Show Timeline (located on the Media Website in the “Show Day” section), Culinary Specialist’s introduction, local sponsor talking points, and other local information.
- Confirm arrangements with the five to six ADULT assistants who will be helping the Culinary Specialist with food preparation during the day, and during the evening on-stage presentation. Make sure that they will be available for the full time that is needed for preparation and show.
- Confirm arrangements to have someone available to unload the Culinary Specialist’s vehicle and help with stage set-up. Assistance will also be needed after the show to tear down the stage and load the vehicle.
- Communicate last minute reminders to all other personnel involved:
 - Local business sponsors
 - Appliance store manager
 - A/V technician

- Electrician
- Photographer
- Helpers for door prizes, handing out bags and collecting Registration Cards

Miscellaneous

Make arrangements for transport of all materials to auditorium the day of or day before the show.

- Tables and chairs
- Containers for water and garbage in kitchen staging area
- Signs
- All materials from Taste of Home Cooking School Shipment
- Door prizes from local sponsors
- 6 grounded, three-pronged extension cords
- Duct tape, scotch tape, scissors, etc.
- Hopper or container for registration cards for door prize drawings
- Individual gift bags
- Groceries for recipe preparation
- Products for grocery bag door prizes (optional)