



HOW TO PLAN YOUR SHOW

4 – 8 Weeks Prior to Show

Auditorium

- Select a florist, designer, landscaper, and/or furniture store to assist in decorating the stage.
- Check insurance policy to make sure items brought into the auditorium are covered (optional).
- Submit detailed information about your Cooking School via the Partner Portal: <https://tasteofhomepartners.force.com/login>. Information includes: contact information, show date, auditorium information, ticket information, etc.

Ticket Sales

- Determine arrangements for advance ticket sales. You are required to print tickets and make arrangements for advance ticket sales for those who plan to attend the event. Ticket sales should begin at least 4-6 weeks in advance of show date.
- For General Admission tickets, we recommend a price of \$10.00 - \$15.00 per ticket.
- Consider VIP tickets/packages. The most commonly offered VIP ticket package goes for \$35 and includes preferred seating and a Taste of Home Cookbook. For ideas on putting together your own VIP ticket package, see "VIP Tickets" within the "Ticket Sales" section of the Media Website.
- More than half of all Cooking School attendees prefer to purchase their show tickets online. And, event partners who offer online ticket sales, sell an average of 100 more show tickets than those who do not. Need more information or a recommendation on an online ticket service provider? Check out "Online Ticket Sales" found within the "Ticket Sales" section of the Media Website.
- Immediately advise us of any changes (e.g., tickets sold out, change in auditorium, etc.) by updating your "Taste of Home Event Listing" found within the "How to Plan Your Show" section of the Media Website.

Local Business Sponsorships

- Continue contacting local businesses for their support and advertising.
- Provide examples and suggestions to local businesses for items to be added to the gift bags (See "Gift Bags" section) and ask your Culinary Specialist for ideas.

Promotion

- Prepare for promotion of show. You can find lots of ideas and resources within the "PR Tool Kit" and "Ticket Sales" sections of the Media Website.



HOW TO PLAN YOUR SHOW

4 – 8 Weeks Prior to Show

Volunteers

- Contact at least 5 – 6 ADULT assistants who will be available to help the Culinary Specialist for 4 – 5 hours the morning of the show with recipe preparations. Select assistants who are familiar and comfortable with recipes and cooking. Five to six ADULT assistants will also be needed during and after the show, approximately 5 hours. Duties will include: finalizing recipe preparation, assisting on-stage, washing dishes, and cleaning up. If possible, it works best to have the same assistants available for both the morning and evening shifts. Please remind the assistants that they should not wear open-toed shoes. Volunteer resources can be found within the “Show Day” section of the Media Website.
- Contact 2 – 3 adult assistants who will be available to carry equipment to and from the Culinary Specialist’s vehicle upon arrival and again after the event. Cases may weigh up to 60 pounds. He/she will need assistance in the morning to set up and arrange the stage. Assistance will also be required immediately after the show to tear down the stage and pack the Culinary Specialist’s equipment.
- Confirm that you have activated the Volunteer Finder functionality on your TasteofHome.com Event Listing.
- Arrange for a local group to stuff the gift bags one week before show. The gift bag should include a Taste of Home Cooking School Magazine (provided by TOH), Registration Card (provided by TOH), handouts and coupons for each person (provided by TOH, national sponsors, and local sponsors). A high school group, homemakers club, 4-H club, scout troop, etc., would be helpful in assembling the materials and stuffing the gift bags. See “Gift Bags” within the “Show Day” section of the Media Website for more ideas.
- Arrange for a photographer to be at the show to take color photos of the event. “Photography Requirements” can be found in the “National Sponsor Requirements” section of the Media Website.
- Arrange for a representative of your staff or local celebrity to serve as emcee throughout the duration of the show. Responsibilities include welcoming the audience, introducing the Culinary Specialist and drawing for prizes. The Emcee should be available the morning of the show to discuss the responsibilities with the Culinary Specialist. Resources for the Emcee can be found in the “Show Day” section of the Media Website.
- Select greeters and helpers to gather Registration Cards. Remember, Cards should be placed in gift bags prior to the show. Before the start of the show, Cards should be collected and torn at the perforation (Note: the instruction not to tear apart is for attendees only). Please place the top portion in a box for your Culinary Specialist. Use the bottom portion for prize drawings.



HOW TO PLAN YOUR SHOW

4 – 8 Weeks Prior to Show

- Select runners to hand out prizes during the show. We recommend 1 runner for every 10 door prizes; remember that your Culinary Specialist will have National Sponsor door prizes in addition to your local prizes secured for the show.
- Identify your staff at the show. Have T-shirts printed or locate aprons for event staff to wear (optional).

Cookbooks

- Generate additional revenue from your show with Taste of Home Cookbook Sales. Find the Cookbook Sales Brochure within the “How to Plan Your Show” section of the Media Website. Please place your cookbook order a minimum of **30 business days** (6 weeks) prior to your Cooking School show date.

Shipment Order Form

- Confirm your estimated attendance complete your show’s “Shipment Information” on the Partner Portal: <https://tasteofhomepartners.force.com/login>.