



HOW TO PLAN YOUR SHOW

Week After Show

- Upload required files via the Taste of Home Cooking School FTP File Sharing site, including: TOHCS special section with national sponsor food releases and photos (Newspaper Media), affidavits of national sponsor spots (Radio/Television Media), screenshot of website (Television media), and samples of publicity/promotional materials
- If you forgot to give the top portions of the Registration Cards to your Culinary Specialist, please mail them to:

Jaclyn Mullahy
Taste of Home Cooking School
1610 N. 2nd Street, Suite 102
Milwaukee, WI 53212

- Provide immediate feedback to the Taste of Home Cooking School by completing the Media Survey which will be e-mailed to you approximately one week after your show. Please follow the instructions within the e-mail.
- Upload your required digital photography files to the Taste of Home Cooking School FTP File Sharing site. A link to the site can be found within the "National Sponsor Requirements" section of the Media Website.
- Provide copies of follow-up publicity to your Culinary Specialist.
- Send thank you notes to sponsors and volunteers (optional).
- Send a thank you e-mail to attendees, requesting feedback and suggestions for your next TOHCS (optional).
- Review the Show Recap generated by your Culinary Specialist. The document will be emailed to you within 3 – 4 weeks of your show.
- Request your next TOHCS show date through your Culinary Specialist or any TOHCS staff member.