Annual National Conference 2019

So You Want to Host a Food Show...

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Affiliation or Financial Disclosure

• Samantha Ronk, RD  
  Administrative Coordinator for Guest Experience
• Prince William County Public Schools
• Nothing to disclose
The Opportunity

• So many students, so little time!
• Lots of feedback in short time frame
• Showcase our program and all the great things we’re doing!
  • New recipes
  • Service style
  • What’s new
The Big Idea

• Host a Food Show!
• Accommodate up to 1,000 guests
• But how...
Evolution/History of Event

• This year was the 29th Annual Food Show
• Expo style, cafeteria line style, seated service
The Plan - A Year in Advance

Step 1: Brainstorm concept

Step 2: Determine budget

Step 3: Generate buy in from Department/Division

Step 4: Book space
The Plan - 4 Months in Advance

Step 5: Recipe development and vendor cuttings
*Plating/food presentation

Step 6: Staffing - Cast for the performance!
The Plan - 2 to 3 Months in Advance, WIP

Step 7: Iron Out Details

- Order all the things
  - Food
  - Serving vessels
  - Staff uniforms
  - Décor: table settings, line décor
  - Little something extras: Thank you t-shirts and guest giveaways

- Data collection

- Technology: Surveys, mics/headsets, digital signage, music
The Plan- 1 to 2 Months in Advance, WIP

Step 8: Set Staff Up for Success

• Line diagrams
• Floor diagrams
• Work schedules
• Plan pre-show meetings
Step 9: Alert the Media!

• Send press release

• Utilize Division Communications Department
The Plan: Day of Event

Step 10: Execute!

- Prepare food
- Serve
- Clean up
Results

• Hundreds of students, parents, school staff and community members attended
• Guests loved dining experience without the price tag!
• For next year: Plate food by temperature, more 2-4 top tables

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<th>Confetti</th>
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<th>Salad</th>
<th>Lime Fruit</th>
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<th>Dill Bite</th>
<th>Grain Bowl</th>
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Tips

• Outline all details- spreadsheets for everything!
• Lists on lists
• Prep whatever you can ahead of time
• Choose menu early
• Overcommunicate expectations to staff
Tips, continued

- Do it! Even on a small scale, an event to help you determine what to menu next year and highlight your program is great publicity and contributes to a positive school food image.

- No need to reinvent the wheel - Rip off and duplicate!
  - If you use some of our ideas, we’d love to hear how it goes!
Resources
Evaluate This Session

Use the ANC App to evaluate the sessions you attend and you will automatically be entered to win a FREE registration to ANC 2020 in Nashville.*

One entry per person. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.
Thank you!

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