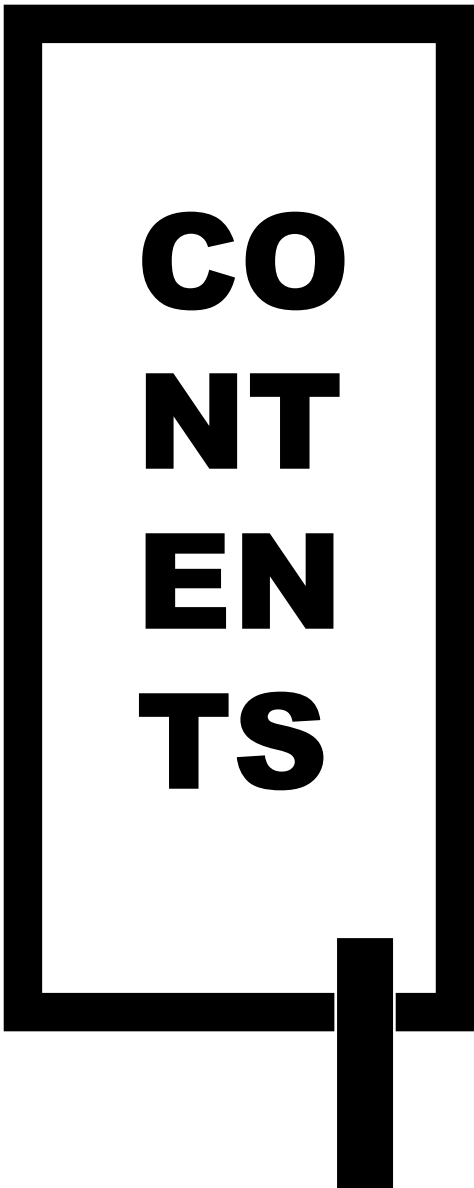


**Digital Events
for Brands
Today &
Tomorrow**



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PART 01 :: BRANDING & BUZZING

PART 02 :: VIRTUAL EVENTS 101

PART 03 :: FORMATS

PART 04 :: THEMES

PART 05 :: HOSTS



PART 01::
MEET
BRANDING & BUZZING

ABOUT BRANDING & BUZZING

*WE'RE FOOD PEOPLE WITH
A PASSION FOR MARKETING*

In 2011 we anticipated that social media would change eating, cooking and dining out. So we started an agency to make it easier for food brands to get on board, online and on trend.

Our strength is our reach. We have direct lines to the country's top chefs, mixologists and restaurateurs to sample, use and showcase our clients' products.

Our clients are some of the most well-known names in food and foodservice. You've heard of them because that's our job.

Today, when our clients want to own a moment, create corporate events, spread the word or launch a product, they knock on our door.



**BRANDING
& BUZZING**



PART 02:::
VIRTUAL EVENTS
101

WHY CHOOSE VIRTUAL EVENTS

From live-Instagramming to livestreaming, businesses and organizations are staging virtual events across the web – and not just for their customers!

Highly interactive events, where people come together to learn and be entertained online, can be leveraged from media, influencers, retailers and distributors..

The events landscape right now limits in-person interaction, but we can still get your community together to celebrate and taste your products. There are many different ways that your brand can take events virtually and still create a unique experience.

In 2020, the number of organizations planning a virtual event doubled compared to last year.

- ❖ **91%** of businesses say “keeping members connected” is their primary goal
- ❖ **48%** of marketing budgets in 2021 will be allocated for web-based events





**PART 03::
FORMATS**

VIRTUAL EVENTS CAN TAKE ON A NUMBER OF FORMATS TAILORED TO YOUR BRAND'S NEEDS WITH VARIED OPPORTUNITIES FOR INTERACTIVE PARTICIPATION AND/OR AS A SPECTATOR

VIRTUAL EVENT FORMATS :: DEMONSTRATION

Educate your customers about a product, category or a food trend. The host of your event will walk you and your guests through an exciting recipe, a classic meal, or undergo a deep dive on an engaging food topic.

EXAMPLES

- Learn about the process of cheesemaking
- Walk through the creation of a classic Italian dish like risotto
- Discover strategies to limit food waste in your home



VIRTUAL EVENT FORMATS :: GUIDED TASTING

Learn from the experts and taste for yourself! The host will guide your guests/customers through a custom tasting, unpacking the flavour notes and methods used by food & drink insiders to rate and taste a classic category. A customized tasting kit is delivered to each participant ahead of the event.

EXAMPLES

- Taste a number of whiskeys and compare flavour notes
- Explore a classic terroir by tasting multiple Bordeaux or Chardonnays
- Unpack the subtle flavour differences between different ages of hard cheeses
- Compare the tasting notes of several artisanal olive oils



VIRTUAL EVENT FORMATS :: COOK WITH US

Follow along with the host as they guide your guests/customers through a multi-dish kitchen party. An ingredients box will be delivered to each participant, and the host will demonstrate the steps to create delicious recipes. No previous kitchen experience required, but more advanced or adventurous groups can also be accommodated.

EXAMPLES

- Naan bread pizza party with all the fixings
- Breakfast classics like frittata and waffles
- Passport to Mexico with tacos & guacamole





PART 04:::
THEMES

THEMES

• **EVERY GOOD PARTY NEEDS ONE** •

NONNA'S SUNDAY SUGO

Learn the secret to an amazing pasta sauce and arm your team with the knowledge to cook for an army! Plenty of leftovers for lunch the next day!



CHARCUTERIE & CHEESE

Why eat one thing for dinner when you can eat ten? Enjoy a custom spread of the most delicious and varied board ingredients.



MARTINIS & MANHATTANS

Learn from a cocktail master and set your team up for a “Man Men” style success. Custom cocktail kits may be included with a twist!





PART 05::
HOSTS

WHAT THE HOST DELIVERS

HOST WITH THE MOST

- ❖ The host will drive conversation, boost morale and ensure everyone is having a good time, feeling engaged, and learning from the experience.

KNOWLEDGE

- ❖ The host of your event will be knowledgeable and a leader in their field. Sit back and learn from the masters!

LIVE INTERACTIVE COMPONENT

- ❖ Whether giving a demonstration, walking through a tasting, hosting a kitchen party or teaching a classic recipe, the host will engage your team and invite them to participate.

Q&A

- ❖ The host will be prepared to answer questions about the event and the products, recipes, and ingredients on offer.



SAMPLE HOSTS

CHRISTINE TIZZARD



Christine has 20 years of experience as a recipe developer, best-selling cookbook author, food stylist and all around food lover.

With regular appearances on the Marilyn Denis show, Cityline and the Social, Christine is a food personality to watch.

You may remember Christine from CBC's Best Recipes Ever.

AFRIM PRISTINE



Canada's authority on cheese, with 23 years of experience and a family cheese lineage, Afrim Pristine knows his stuff.

His cookbook, For The Love of Cheese was on the best seller list from 2018 & 2019 Canada-wide.

Owner of Toronto's beloved Cheese Boutique, Afrim is the only Canadian to have received the prestigious title of Maitre Fromager from the France-based *Guilde Internationale des Fromagers*.

SAMPLE HOSTS

PAY CHEN



Pay Chen is an experienced and beloved food and travel producer with a passion for dogs.

Born in Taiwan and raised in Nova Scotia, Pay is a regular on the morning shows, Cityline, the CBC, and the Food Network.

An avid baker, Pay is an Instagram & social media maven.

ANNA OLSON



Anna Olson can bake.

A professionally trained pastry chef who now lives in the Niagara region of Ontario, Anna was previously a Food Network host and is the author of several best-selling baking books.

Anna is also active of social media, and hosts *OH YUM WITH ANNA OLSON* on YouTube.

SAMPLE HOSTS

TREVOR LUI



Trevor Lui has made a career of producing some of Canada's most delicious events.

An inseparable part of Canada's culinary scene for the past 20 years, Trevor is the principal at the Highbell Group and the co-creator of Kanpai Snack Bar.

Trevor regularly appears on breakfast television and food media.

ROB RAINFORD



Rob Rainford is the former host of Food Network's *Licence to Grill*.

Born in Jamaica but a Canadian legend, Rainford is the author of several cookbooks and one of Canada's most sought after culinary personalities.

Rainford was previously a chef-instructor at George Brown College.

**Get your customers
cooking, tasting, and
eating together.**