

Emma Fogarty

Neal Heitz

PRAD 321

10 May 2022

Event Project 4: Pâtisseries with Pierre

Baking French macarons from comfort of your home, what could be better than that? In time where virtual events have become more prevalent, event planners are able to come up with new and creative ways to indulge their audiences. Cooking and baking classes are an activity that many people participate in worldwide. I have conducted research on popular bakers to develop the event programming. Baking with a famous pâtissier (pastry chef) who is known for his macarons will be a once in a lifetime experience.

Although this event is open to all, it will target middle aged women. The target demographic is known to like baking or at the very least enjoy a social event with friends. The potential event attendee probably has a few school-aged children and works a 9-5 job or is a stay-at-home mom. This event will be held on a weekend at 10am because of the time differences of the various bakers. The audience will be able to gain knowledge from Pierre Hermé and the other bakers.

People will be able to sign up and pay through a link in the Instagram account. They will then be emailed the zoom webinar code. The webinar allows for more people to attend and only the emcee and the bakers to have their camera on during the event. The webinar will allow for attendees worldwide. The cost will be \$200 per person. This will include a demonstration on macaron baking and filling as well as a cake and icing demonstration. Following this, there will

be a Q and A with the bakers. The event will be emceed in order to make sure everything runs on time and especially to aid in the Q & A.

The event will be marketed on social media using a logo with the registration link in the caption as well as a short promo video of the bakers. The interviews will be achieved by each person speaking and recording. These will be cut together with b-roll footage of baking. It will likely be edited on Final Cut Pro or Premiere. It will be a short 30 seconds and end with the event logo. An Instagram account will be made for the event which will include the video promo, about the bakers, and how to sign up.

The event is a three-fold event starting with Pierre Hermé on how to make the perfect macron. Lorraine Pascale a baker who specializes in cakes will demonstrate after him. She will give tips and tricks for making a moist cake. She will be demonstrating a decadent vanilla cake. After that part of the event the second baker, Gale Gand, will demonstrate how to make the perfect icing. In between each mini part of the event, there will be an opportunity for people to submit questions to Slido.

The main part of the event will include Pierre Hermé demonstrating how to make macarons. He will show how to make them and then will use some that have already baked and cooled to demonstrate filling. After his demonstration there will be a brief 5 minute break where the bakers will be able to relax and the attendees will be able to submit questions to Slido. The Q and A period will commence with the emcee facilitating the questions.

Attendees will receive a digital Sur La Table gift card of valued at \$50 with a thank you email. This will be done directly through the Sur la Table website. They will be able to purchase different baking or cooking tools, some of which the bakers will use. A day later the event attendees will be emailed to take a survey on Survey Monkey about there experience. This will

come a day later to give the attendees time to try out the recipes and tips they learned. This will be used then to help with the future production of the event and to determine if the event was a success.

More about Marketing:

The logo could be something like this simple and catchy. The social media account will include Biographies of each baker as well as the link to register in the bio. The Instagram will be a way for the event to get more traction. Bakeries will even be offered a chance to win a free spot for posting on their story of the Event flier hanging in their window and commenting tagging three people they think will be interested in it. The winner will be announced the Monday of the event, March 13, 2023.



Event Program: (In CST)

10am Emcee greets guests

10:05 Emcee introduces each baker

10:15 Emcee turns it over to Pierre Hermé

10:15- 11:15 macaron demonstration with the baking first directly following the filling

11:15 Emcee will put up link to the Slido for people to submit questions and it will be directly emailed to each attendee at this time

11:16 Emcee will turn it over to Lorraine Pascale

11:16- 12:00 Lorraine will demonstrate and give tips for a cake batter

12:00 Emcee will put up the Slido on the screen and will turn it over to the last baker Gale Gand, demonstrating icing.

12:30 Emcee will put up the Slido and a mass email will be sent with the recipes and tools each baker utilized.

12:35 Questions for each baker facilitated by the Emcee

1pm Event Concludes and Emcee thanks bakers for their expertise and guests for attending

Sources:

<https://www.sfceurope.com/uk/blog/9-famous-pastry-chefs-from-around-the-world>