

# Edward Hayden

## Outdoor cookery demonstration quotation and information



Organising any event, is a mammoth task and key to the success of any event be they flower demonstrations, race nights, fashion shows or variety shows is organisation and advance ticket sales.

Herewith I have for your convenience a document which will guide you through what I can provide in terms of the demonstration and what the committee/organiser need to provide. I have also included some observations/suggestions that you might find interesting and insightful in your planning. This document will probably answer

a number of questions which you may have in terms of beginning to plan an event of this nature and will no doubt also arouse a large number of questions, which our team would be delighted to assist you with.

In terms of the cooking facility/demonstration I also include the contact details of a couple of providers of kitchen units and facilities and associated services should these be of any interest/benefit to you but of course you can make your own arrangements.

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### Edward will provide:

- Included in Edward's fee are his travel expenses, accommodation (if required), cookery assistant/attendant, all associated food costs and his appearance and demonstration fee.
- Edward will provide recipes to the committee at least 10 days prior to the event which each attendee should be furnished with. It is the responsibility of the committee/organiser to copy/print these for distribution.
- Our team will also furnish the committee with a variety of promotional images which they can use for publication of the event.
- Our team will also advise on the organisation required to successfully execute a cookery demonstration of this nature in terms of PR, cooking facilities and other associated requirements.

### The committee must provide:

- Printed versions of Edward Hayden's recipes to the attendees
- A suitable cooking facility for Edward Hayden to demonstrate the dishes (cooker, hob etc) Arrangements must be finalised and approved by Edward as suitable prior to commitment
- Access to power etc
- Amplification and videographer (only if required by the committee)
- Unit, cooker etc must be set up and ready for use on arrival.

## Payment terms:

100% payment must be made on or before the evening of the demonstration.

## Cookery books:

Edward Hayden will bring copies of his cookery book 'Edward Entertains', 'Food to Love' and 'FoodFor Friends' to sell on the evening.

## Pre demonstration press/photography:

Can be arranged through Edward Hayden or his Booking Co-Ordinator, Edel Bolger ([info@edwardentertains.com](mailto:info@edwardentertains.com))

## Suggested popular cookery themes:

Putting a theme on the evening is a good idea. It is important to select a theme that will appeal to your target audience. Edward can assist in selecting an appropriate theme.

- A Taste of Christmas
- Easy Entertaining
- Summer Cookery

## Suggested ticket pricing:

Depending on the amount of money you wish to raise and your capacity/ability to sell tickets the current trend is anywhere between €10-€20, although €10 or €15 does currently seem to be the most acceptable. Key to the success of an event of this nature is advance ticket sales.

## Other ideas:

- Why not get local business to sponsor the chef or an advertisement in your recipe booklet to assist in covering your costs.
- Raffle tickets should be sold on the evening (no need to have too many prizes). Best option is to sell 3 strips stapled together for €5.
- Why not organise local food producers/businesses to set up stalls around the venue before and during the event, selling and promoting their wares
- In the past we have found it best to include the food cooked in the door prizes, rather than offer tastings throughout the evening.

The following details may help you sourcing some information with regard to kitchen facilities for use on the night. They can give you a quote as to what they provide and their separate costs as required.

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## Kitchen providers:

Ger Kinane Kitchens, Tommevara, Co. Tipperray	087-9146146
Ann Joyce, Joyce's Hardware, New Ross	086-3850899
Kenny Maguire, Blacklion, Cavan	087-2929043
Shane Sinnott, Sinnott Kitchens, Kilkenny	056-7728294

## Sound & audio:

Kinane Kitchens, Toomevara, Co. Tipperary	087-9146146
William Gilligan, Gorey, Co. Wexford	087-2982680
Eddie Hughes, Kilkenny	086-8322291
Fastlane Audio & Visual	056-7765601

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## Further details:

Edel Bolger  
Bookings Co-Ordinator  
The Edward Hayden School of Cookery  
M: 087-7763312  
E: [info@edwardentertains.com](mailto:info@edwardentertains.com)

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