

THEMATIC DINNERS



AgriXPlainer

Description of the activity

- **Thematic dinners** are events implemented around a specific topic with a social value and implemented occasionally but on a regular schedule
- Around thematic dinners can be built several other actions in terms of education, entertainment, wellbeing, etc. which make that events unique and provide additional motivation to visit your company

Easy operations to be replicated

- Identify the **topic** of your thematic dinner. We suggest to make the dinner around one unique specific topic: examples of topics are social topics, volunteering, health, sustainability, one main ingredient linked with the season, music, entertainment, dinner mixed with games or theater, etc.
- Cooperate with a chef in order to build a menu around the **topic** of the thematic dinner
- Identify the common educational goal behind that specific thematic of the dinner (ie in the season of artichokes, the educational goals may be “to transmit beneficial properties of artichokes, to teach how to pair artichokes, how to cook artichokes and keep the beneficial properties)
- Identify a common **graphical outline** in order to promote the set menu and the thematic of the dinner
- Promote, implement and gather the feedback

Expected outcomes

Purpose	Added value	Target Audience
To promote products, education and social action	The thematic dinner promote specific educational and social topics in the frame of a dinner. The added value is given by the thematic proposed which makes that dinner unique.	The target audience are your general consumers and also special guests like representatives of NGO dealing with the specific topic of the dinner.

Type of experts to be involved

- Chefs employed for setting the menu of the dinner
- Representatives of NGOs dealing with the specific topic of the dinner
- Trainers, when the educational variable is the most important element (ie teaching participants about nutritional properties)
- Actors, entertainers, if it's implemented a role-playing around the topic.

Requirements

Geographical requirements	Type of products	Legal requirements
It's suggested to operate locally, in order to promote the customers' familiarization with your company and providing food at meter zero. Anyhow, you can also select a specific location functional to the topic proposed.	The type of products should be relevant for the theme of the dinner (for example, if the topic is around health, each	Promotional campaigns should be compliant with national and EU regulations about consumers' rights.

Tips & tricks/successful case study

1. Identify possible common branding action. You may focus your attention towards chefs, one or more, cooperating in the culinary part of the thematic dinner, but also with external entities linked to the topic (ie theaters if your topic is based on role-playing,

NGOs about the environment if the topic is related to the environmental sustainability, volunteers NGOs

2. Identify a common campaign in the special dinner and different topics, this will allow you to promote the concepts behind thematic topics and encourage recurrent customers with additional elements of novelty
 3. Play a key role in all thematic dinner, in cooperation with special guest(s)
 4. promote the participation of more experts and actions of co-branding with multiple companies of your territory
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