

Culinary Roundtables



Would you like to invite a selective group of contacts to an online roundtable with a culinary touch to it? Treat your guests on a high-level dinner that can be prepared at the end of the roundtable session. Or end the online session with drinks. We will make sure the Dinner Box or Drinks Box is delivered at home beforehand.

Roundtable & Cooking

This is not an online cooking class, but a business event that ends with a high-level dinner, enjoyed at home. To inspire you the dinner is being prepared by a chef on the background during the webinar. Afterwards a video is available to help prepare the dinner from the Dinner Box with all the ingredients that all participants have received beforehand. In this way Roundtable & Cooking combines business content with culinary pleasure.

Roundtable & Drinks

If you want a more informal atmosphere, combine your online roundtable with drinks and bytes and raise the glass at the end of your session. We can put together a high-level Drinks Box filled with drinks and bytes and we will make sure the participants have it delivered at home at the beginning of the afternoon, so they can keep the drinks cool until the serious part of the roundtable is over. That is 'Roundtable & Drinks'.

Ofcourse you can use these concepts also to host an online talkshow, panel discussion or webinar.



PurPur Digital Concepts

For digital events many tools are available, but which one actually works for you? Does it have the right quality and impact? And how do you reach your target audience and which communication tools do you use? As experienced organizers of live and digital events PurPur offers a range of services to give your event maximal impact. PurPur not only takes work out of your hands, but adds the knowledge and experience, together with their partners, to arrange an original and meaningful (digital) business event.

PurPur Digital Concepts – Culinary Roundtables



Setting, location and technique

Depending on content, country, current (travel) restrictions, number of present participants and speakers the roundtable can be held at a restaurant or in a studio. If you want the roundtable could even be located in your company's restaurant. Important is the availability of enough space to be able to add all required equipment and give the roundtable the high-level tv show setting you want to achieve.

The location is equipped with a number of camera positions, lighting, audio and a livestream. A live director, camera operator, sound engineer and recording leader make sure the roundtable is broadcasted and recorded with a high quality, dynamic result.

Roundtable & Cooking

Roundtable & Cooking combines a talkshow setting with a cooking program. The roundtable is presented from a large table with a big screen. All participants are visible to each other, which makes interaction easier. On the background is a mobile kitchen where a chef is preparing dinner for all persons present. Roundtable & Cooking is timed at the end of the afternoon and at the end (or the beginning) of the session a Dinner Box is delivered with the ingredients to prepare the dinner themselves, using the recorded instructions from the chef.

Roundtable & Drinks

The setting of Webinar & Drinks is more or less the same, but more in a talkshow fashion, possibly with a bar on the background where a bartender is preparing drinks and bytes. Since the culinary impact of this concept is smaller, Roundtable & Drinks could be used to serve a larger audience as well. This option is also timed at the end of the afternoon, but the Drinks Box is delivered earlier so the participants can cool the drinks before use.

Roundtable flow

At the beginning of the roundtable all online guests are welcomed in the studio, restaurant or bar. All participants are introduced to each other, after which the program is introduced with some short interaction with the chef or bartender. The content part is key of course, but we suggest that this should not take longer than 1 to 1,5 hours. To keep focus we advise to add some variation to the presentations with polls, a teasing thesis, a quiz and short interactions with the chef or bartender. This will be prepared carefully in a detailed script.

Communication, registration & evaluation

The target audience receives a triggering invitation (e.g. like a menu). Because almost all participants work from home, they are asked to leave their home addresses during the registration process with GDPR approval to use these only once for this event. To add extra attention all participants can receive a small culinary gift after registration. At the end of the webinar all participants are asked to fill in a short evaluation survey.

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Culinary Roundtables – The ingredients

General

- Advice, project management and realization to successfully roll-out this concept.
- Communication, registration and evaluation
- Location, technique and camera positions
- Live stream for the roundtable (using Zoom)
- TV screen for the speakers so they can see all guests and to improve interaction
- Editing of the roundtable for on-demand availability
- Solutions in case some speakers are virtually present

Roundtable & Cooking

- Mobile kitchen setting, roundtable and other decoration
- Chef to prepare dinner for the speakers that are present
- Home delivery of a Dinner Box for every guest

Roundtable & Drinks

- Bar setting, roundtable and other decoration
- Optional: bartender to prepare drinks (cocktails) and bytes for the speakers
- Home delivery of the Drinks Box for every guest before the roundtable starts



Versatile programming

Even if your event needs something else than these innovative, virtual solutions, we are happy to advise you on the possibilities. How to connect all elements in a logical manner, or how to break up the event in logical blocks, spread over several days. But also elements like the duration of a digital session, the best moment of the day, dialog formats, keeping the attention, preparing speakers for a new way of presenting, form and setting (from home or from a studio) and the various platforms that can be deployed for different event sizes.

Solution-focussed in a new reality

Many things are done differently at the moment, different from what we were used to. But many things remain the same, like communication, registration, advise, project management and realisation. And it may take a while, but live events will return. Even in a social distancing society. After all people need other people to inspire, to connect and to achieve goals together. A digital alternative with innovative, virtual and interactive solutions is perfect for now and will be a valuable addition in the future, when live and online events will exist next to each other, intensifying each others impact.

PurPur and its partners are ready for this future!