

Presentation Ideas

INTRODUCTION

Establish credibility and build rapport by introducing yourself and providing your credentials or other pertinent information. Discuss with your audience why and how your presentation is going to help them overcome challenges and provide them with knowledge to achieve their individual cooking goals.

“As a registered dietitian and mom of three...”



DEMONSTRATION

Keep your demo simple, so your audience feels empowered to make the dish at home. Be sure to explain the how-tos of cooking. How did you grate the ginger or mince the garlic? Explain what tools you used and tips to make the recipe more convenient. Communicate your ingredient talking points as you move through the demonstration.



CLOSING

We eat with our eyes, so your audience will want to see the finished meal. Arrange your finished recipe on a white plate with recommended side dishes. This is a great time to discuss the importance of a balanced meal and how to incorporate various colors and textures to create an appealing plate - for both the eyes and mouth! Be sure to invite your audience up to get a closer look and take photos of the recipe.