



# International Chefs Day

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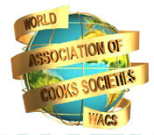
Presented by Bill Gallagher  
August 2005



## Vision

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To drive recognition for the  
World Association of  
Cooks Societies on an  
international scale



INTERNATIONAL  
*Chefs Day*



## Mission

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To harness the worldwide culinary profession into promoting the status of the chef and in so doing gain recognition for WACS



# Logistics

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- Proposed name
  - WACS International Chefs Day
- When?
  - 20 October each year
- Where?
  - Member countries around the globe



# Objectives

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- To create widespread awareness of the profession
- To give something back to the community that we, as an industry, serve
- To celebrate the profession
- To raise funds for chefs associations in each country for upliftment of the industry



# Communication strategy

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- WACS website
- Personal letter to the President of each country's chefs association
- Utilisation of resources of international companies
- Colleges & training schools
- PR campaign
- Press release which can be customised



# Marketing collateral

- Logo
- Mockup of International Chefs Day pin
- Posters in adaptable format
- Print advert



A) Standard logo



B) Logo for inclusion of sponsor's name



C) Logo incorporating Chefs Association logo



# Sponsorship strategy

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- Global WACS sponsor of one international activity on the day
- Individual sponsors in each country
- Merchandise – chefs hats, aprons, etc



# Partnerships

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- Country-specific partnerships with:
  - Media
  - Government
  - Charities
  - United Nations
  - Tourism Boards
  - Large suppliers to the industry



# Suggested activities

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- Children's Party children
- A funday for families, with tag-team cooking competition
- National radio promotion to raise funds
- College Day and "Shadow a Chef"
- Pancakes for Kids Competition
- Pro-Am Chefs & Amateur Cooks Challenge
- Shopping Centre promotions
- "Design a Chefs Hat" competition for culinary schools



# Budget

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- Individual budget for each country to manage to cover costs and generate revenue