



QUICK START SHEET



TOOLS

To promote your **World's Fair** event, use the following materials:

INTERNAL



TIME/DATE POSTER

DESKTOP PRINT
LARGE AND SMALL NAPKIN
INSERTS AVAILABLE
ON POD



LARGE NAPKIN



SMALL NAPKIN

Small and large napkins are desktop printer friendly (8.5 x 11) this year. Contact Sodexo Print Management (Curtis 1000) to order.

EXTERNAL

Visit the **Universities Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates** to promote your **WORLD'S FARE** event and encourage student participation and engagement.



EVENT DESCRIPTION

The **World's Fair** event is designed to add excitement to your promotion by uniquely blending a variety of fun and engaging fair and carnival games with popular international cuisine. While you can feature any cuisine you wish, for this particular event, we recommend the cuisines of Mexico, China, Italy, the United Kingdom and the United States.

MENU



Highlight your featured **WORLD'S FARE** menu selections throughout your promotion, but especially during your international fair event. Each individual station should feature food from their respective country.

TIMING



This entire event can be held on one evening during your **WORLD'S FARE** promotion, or it can be extended over a number of weeks by hosting individual activities each week.

ENHANCEMENTS

Music/Entertainment

- Hire an amateur campus DJ, a personality from your campus radio station or one of your more spirited student employees or staff members to play appropriate themed music during your event*.

* Be sure to check on the legal requirements regarding the playing of copyrighted music in public.

Décor

- To help you make your **WORLD'S FARE** promotion a huge success, we're recommending carnival decor. However, your World's Fair event can be enhanced with other countries' flags, music and other items to make it feel as authentic as possible.

Suggested Prizes

- Prize baskets with foods/snacks inspired by each country
- Redeemable certificates for campus dining locations

STEP-BY-STEP



GENERAL INSTRUCTIONS

- To host your **WORLD'S FARE** event, you'll need the following items:
 - Jar filled with a counted number of beans
 - Chopsticks
 - Trivia Questions
 - Small Fish Bowls
 - Ping Pong Balls
 - Ring Toss Game
 - Roll of tickets
- Have a food station set up for each of the countries you are featuring and be sure to highlight a menu of that country's favorite foods.
- Make sure that each station is decorated and clearly identified so your customers know what country they are visiting.
- Along with the food station, set-up a special carnival-style game station for each country.
- Acquire a microphone and loudspeaker for your host to make special announcements and to keep things "lively."
- Determine how much space your carnival-style games will require and set aside an appropriately-sized section of your dining hall. Make sure the area that you choose does not interfere with your serving line or other high traffic areas in your dining area.
- Have staff members stationed at each game station to award prizes to winning participants.

CARNIVAL GAMES DETAILS

- Mexican Station - The objective of the **Guess The Bean** contest is for participants to enter the number of beans they believe are contained within the jar. Near the conclusion of your event, you will need to go through all the entries and award prizes to those guests who entered the correct total.
- Chinese Station - Your customers will put their "sticks" to the test with this **Chop Sticks Relay**. For this event, participants will race against the clock to record the fastest time to balance a plastic egg on a pair of chop sticks while racing from one end of the dining hall to another. The fastest times win prizes.

- Italian Station - The objective of the **Use Your Noodle** trivia contest is for participants to answer as many trivia questions in a row as they can. The questions should be fairly difficult and they all should center on Italian food and culture. Have the staff member at this station keep a tally of the most questions answered correctly and award prizes at the end of the event.
- United Kingdom Station - The objective of **Fish & Chips Toss** is for participants to throw ping pong balls into small fish bowls. Three shots per person. Award prizes to each person that makes a shot.
- American Station - The objective of **"Wing" The Ring Toss** is for participants to get three rings around a cone. Prizes should be awarded to each participant who completes the task.

PROCESS

1. As your guests visit each station to sample the various foods being served, they should be given one game ticket to take part in the featured game of that country.
2. While ideally guests should try their luck at each game being featured, they can use their tickets to try a single game multiple times. The key is that they need to present a ticket for each game attempt.
3. Staff members (or event volunteers) should be at each station regulating the games and giving away prizes.