

# EXCLUSIVE ENGAGEMENT

PRESENTED BY:

Brianne Croteau & Andrew Zill

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# TOP 10 BEST PRACTICES

No. 1

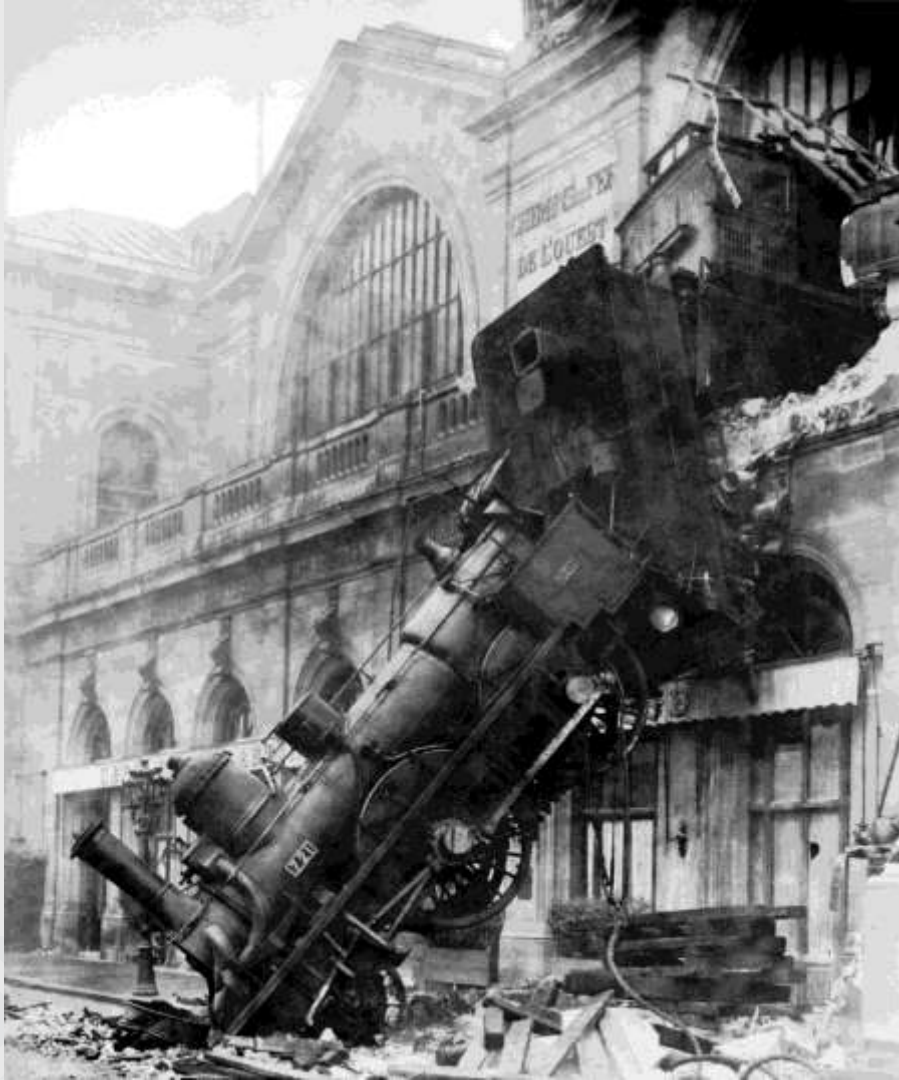
## Know your audience

Listen – Listen to what they're telling you they want

Learn – Understand feedback regarding preferences

Lead – Lead them to something they didn't expect





What didn't work is just  
as important as what did



When you get lemons...





Bucknell  
UNIVERSITY

feats  
powerful experiences

Try to make lemonade!



No. 2

## Embrace exclusivity vs. Catering to the masses

Creating elegant but not ostentatious environments





Bucknell – Create two events for two audiences





Boston – Traditional structure and progressive spaces

No. 3

## Begin at the end

Identify your outcome and build backwards



No. 4

## Focus your “AEM”

Appreciate – Recognize past achievements

Educate – Present your message, content

Motivate – Build excitement for your next gift



No. 5

## Beyond the brass plaque

Creating a permanent reminder of your temporary event

Princeton Health







Bucknell University



No. 6

## Don't smother a good idea

Prioritize event goals

Use strategic “kindling”

Don't suffocate with too many objectives

See the bigger picture



No. 7

## Local sourcing – Go beyond catering

Use what you have on campus or in your city, with ties to your institutions



Bucknell  
UNIVERSITY

feats  
powerful experiences

Bucknell University

featsinc.com



Shriver Hall Gala

No. 8

## Play to your strengths

Highlight the unique aspect of your institution

Build upon existing connections

Give guests an experience they can't get anywhere else

No. 9

## Don't torture your guests

Let them have dinner in peace

Program should be short, creative

Cocktail hour is the time



No. 9

## Don't torture your guests

Know your crowd and plan for how they move

Time to talk – Creative seating – friends with friends,  
but incorporate potential new friends

School for the arts – Host a parent, scholar, student

No. 10

## Transform your event to 3D

Create layered opportunities for engagement

Build upon existing events to maximize audience impact

Appreciate, Educate, Motivate

## Bucknell University Scholarship Day



## Bucknell University Kalman Symposium



# EVENT TRENDS 2013

EVENT  
TRENDS  
2013

# BARS

5

**OUT-THERE RAMEN** Chefs are messing around with the traditional noodle soup. "There's no one right way," says Tatsu Aikawa of Austin's Tatsu-Ya, which offers Mexican flavor: "bombs" with chile and lime powders. Hinomaru in Queens, NY, serves ramen with *umi* and Parmesan cream; and in Manhattan, Ivan Orkin, who has worked in Tokyo, is opening a spot featuring brothless ramen with pickled, raw and roasted garlic.



AT GOVERNOR, LOAVES TAKE 36 HOURS TO MAKE.

**7. BREAD & BUTTER**

Diners may have to pay extra at restaurants with ambitious bread-and-butter programs, but it's often worth it. "I think it's the very best thing we do," says chef Brad McDonald of Brooklyn's Governor (closed after Hurricane Sandy, it's due to reopen in early 2013). Its warm sourdough loaf takes 36 hours, from fermenting through baking; it's served with house-made butter.



6

**blue curaçao**

The kitschy tiki-bar staple blue curaçao (orange liqueur dyed blue) is being revived by mixologists who love its bitter-orange flavor and neon color. The Blue Steel is a neo-tiki drink from Jasper's Corner in San Francisco.

**DRINK THE TREND AT HOME**

**The Blue Steel**

**Total:** 5 Min. • **Makes:** 1 Drink  
In a cocktail glass, stir 2 ounces golden rum with ½ ounce simple syrup (see Note), ¼ ounce fresh lime juice, ¼ ounce passion fruit juice, and 1 dash Angostura bitters. Add crushed ice on top. Pour ½ ounce blue curaçao on top and garnish with orange and lime wheels.

**NOTE:** To make simple syrup, simmer ½ cup water with ½ cup granulated sugar, stirring frequently until the sugar has dissolved. Let cool.

{TRENDS 8-11}

**WHAT TO DRINK NEXT**



**Artisanal Tonic Syrups**

These new tonic syrups help create more complex cocktails: **Haber's All Natural Oide Time Tonic Syrup** combines citrus, cinchona bark and herbs and makes a lightly spicy gin and tonic. **Liber & Co. Spiced Tonic Syrup** has a malty taste and an aroma of cardamom.

**Cocktails in Wine Country**

In the heart of the American wine industry, top sommeliers are drinking cocktails. **New Napa spots French Blue** and **The Thomas** have book-size wine lists, but locals love the drinks, like The Thomas's White Manhattan, made with Death's Door white whiskey.

**New-School Sangrita**

The popularity of sipping tequilas has inspired bartenders to remix the classic juice blend, sangrita (usually made with orange, chile and tomato). Berkeley's **Comal** serves a spicy mango version; NYC's **Empellon Taqueria** makes one with roasted tomatoes.

**American Vermouth**

Most vermouth is made in Europe from recipes that haven't changed in a century. The new small-batch US versions are made with local grapes and new flavor profiles. Try Napa winemaker Dan Petroski's floral **Massican**, or Astor's anise-scented **Amberthorn**.

› Fruity cocktails are OUT  
American vermouth is IN



- › Small Batch
- › Return of the old school soda fountains
  - Sodas from different places
  - Soda flavors founds regionally
- › Handmade bitters
- › More savory cocktails



- › Coffee is OUT. Tea is IN.
  - The art of brewing tea



- › House made olives and pickled treats  
Everything pickled
- › Alcohol infused cherries
- › Gin liquor – Flavored gin. Sloe gin, etc.







ASIAN SLOPPY  
JOE SLIDERS  
*Blue Dragon, Boston*



› Serving little bites of things

– Old School: Mini chicken salad sandwiches. Mini BLT

– Foreign: Banh Mi

- › Palomas & Sangritas. Grapefruit fizz
- › Tequila bars OUT. **Tequila drinks IN**
- › Conversation starters on napkins



EVENT  
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2013

FOOD

› Chocolate fountains are OUT  
Chocolate Tastings IN

– The education of chocolate:  
how to mix it, how to create it

› Drinking chocolate  
Mexican Chocolate



THE GOODS  
CIOCCOLATO

the cocoa course We're partial to an afternoon coffee break that pairs espresso with decadent Italian confections. Here, a selection of artisanal chocolates that we savor during our daily pausa.

1. Chocolate pebaxho truffles (tartufi elite al pistacchio) from Barbero, a Piedmontese producer that's been around since 1881. [Barbero](#), \$15, [eatly.com](#). 2. Grandijip is an addictive cream of chocolate and hazelnut that makes a great spread for cookies and pretzels. [Goffard](#), \$16, [oliveoiltvstore.com](#). 3. These espresso glasses are double-

walled, keeping the heat from reaching your hands, and they add a modern spin to the classic coffee cup. [Tag](#), \$25 for a set of 2, [tag2u.com](#). 4. Dark chocolate advocates will like the cocoa nibs that flavor this bar. [Venchi](#), \$6, [chocosphere.com](#). 5. This milk chocolate bar gets an extra boost from Cuban coffee. [Graudt](#), \$7, [eatly.com](#). 6. Piedmont is the

home of the cremino, a triple-layered confection with a cream of hazelnut and almond sandwiched between two chocolate cream layers. [Venchi](#), \$8, [shopivendit.it](#). 7. Don't underestimate the power of croccante—an almond brittle topped in chocolate. [Clifford](#), \$3, [entilys.com](#). 8. Amedei, one of Tuscany's most lauded chocolatiers, doesn't make you choose with this

16-piece sampler of some of their most popular small chocolates. [Amedei](#), \$50, [chocosphere.com](#). 9. Guido Gobino is famous for their grandiputti—bite-sized chunks of chocolate blended with hazelnut. [Guido Gobino](#), \$30, [eatly.com](#). 10. Amedei also specializes in large-scale chocolate slabs for the truly addicted. [Amedei](#), \$43, [chocosphere.com](#).



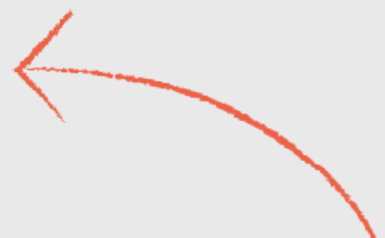


- › Gluten Free – from high end to the masses
- › NO cupcakes. NO cake pops. Enough already!



› Donuts in!





- › Chicken replacing beef
- Different kinds of Chicken
- Fried, hens vs. roosters, red roosters

SALLI RUBY'S  
ROAST CHICKEN  
WITH TWO  
SAUCES  
Brenden &  
Buddy, Atlanta



# trendspotting

20 TRENDS TO TRY NOW

LEARN AN INSIDER

While pizza, cupcakes and burgers seems to be invincible, other food trends rise and fall. Here, a look at what EW's editors believe you will be eating, drinking and cooking in 2013.

Photographs by Andrew Pinedi  
 Contributors: Caitlin Griffith, Daniel Gritzer, Rob Kravis, Megan Krugman, Chelen Morse, Christine Quilley & M. Elizabeth Shelton

(TRENDS 1-3)

## ON MENUS

### POPPED GRAINS

Chefs are zapping up all kinds of grains to add a texture jolt. At Pippin in Washington, DC, Logan Gos serves a beef salad with puffed amaranth. "It adds more flavor than bread crumbs," says Gos. Jakey Green Parais's take on the trend is at right.

### SEA FORAGING

In their quest for wild sea ingredients, chefs are scooping more than just seafood from the ocean—for instance, Portland, Maine's David Lee now sells sea buckthorn while Joshua Skerens at Saison in San Francisco uses seaweed to burdge fish fillets.

### CHARRED FOODS

Black foods are delivering plates as chefs use ash to add smoky notes. At L'Espresso in Boston, Frank McClintock uses vegetable ash to coat veal loin. In New York City, Jaysonett's's Justin Hilbert stains chicken with hay ash.



**4-slate style**  
 Roasted sweet potatoes, like Math Lightfoot of Saison in New York City, use the rugged feel of slate serving platters. Here's creative presentation: serving platters that resemble slate but are lighter (left). From EW.com/foodtrends

TRY THE TREND AT HOME

### Carried Puffed Grains

Pop out the oven to 225°. In a bowl, combine 4 cups extra-virgin olive oil, 1/2 cup maple syrup, 1/2 teaspoon Malden sea-salt powder and 1/2 teaspoon organic sesame seeds with milk. Add 1 cup rinsed puffed grains (e.g., rice, wheat, corn, millet) and stir to coat. Spread evenly on a parchment-lined baking sheet and bake, stirring twice, until lightly browned. 20 minutes; the mix will crisp and cool. Break up any big clumps and serve with olive-based sautéed potatoes.



- › Puffed up grains for bar snacks with interesting flavors. Healthy snacks with powerful tastes



- › Reinventing Ramen Noodles  
Gourmet Asian Noodles

› TACOS. Using fun ingredients. New twists  
– Scrambled eggs & Swiss cheese







- › Pantry Cooking. Dry heirloom beans
  - High end tuna casserole
  - Old school pot pie
  - Red beans and rice



Sorry  
Charlie



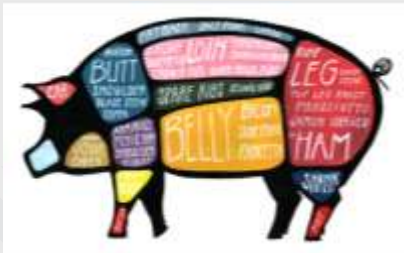


- › House made dim sum stations. Chinese dumplings

› 2013 garnish: HORSERADISH



- › Know your butcher. Old school cuts
- Different cuts of pork







- › Smoked things, infusions. Smoked egg salad
- › Mini cookware. JB Prince
- › Pizza Bianca. Bread and topping. No sauce
- Continued craze of flatbreads



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### Homemade Licorice

Why buy licorice in the store when you can make the freshest, most aromatic version you've ever tasted at home? With the removal of your choice—licorice root, anise extract, fennel seed-infused syrup—and just a few other ingredients, it's amazingly easy to cook up a sweet lolly that can be cut into cubes, twisted into curls, or otherwise fashioned into a chewy old-school treat. (See page 116 for a recipe.)



- › Homemade red and black licorice
- › Lemon sticks. Candy sticks







› Vintage punch bowls



EVENT  
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*fashion*

› Pastels





# BLACK IS BACK

CHIC NEW GOODS FEATURING SLEEK EBONY SHADES ARE THE PERFECT WAY TO ACHIEVE ELEGANCE WITH AN EDGE.

## 1. STYLISH CIRCLES

The articles to plain white diameters. Hemisphere 1100 Stripe charger, \$214 per charger, [amazon.com](http://amazon.com).

## 2. MAJOR WITPAGE

A kitchen staple gains a pretty patina. Factory Light No. 6, \$259, [lombosandelectric.com](http://lombosandelectric.com).

## 3. SURPRISE INSIDE

The sculptural Original table conceals an unexpectedly glamorous interior. To the trade, [doughis.com](http://doughis.com).

## 4. FORM AND FUNCTION

Present cocktails for two or 20 on the closer, expandable Butler table; \$5,889, [bakerfurniture.com](http://bakerfurniture.com).

## 5. PERENNIAL FAVORITE

A hard-wearing fabric in a classic pattern never goes out of style. Riverside No. 1 in the trade, [clayco.com](http://clayco.com).

## 6. DASH IT UP

This timeless form by Eero Saarinen reaches beautifully in black. Photoprint disk, \$260, [ijfox.com](http://ijfox.com).

## 7. FLAIR FOR DRAMA

The Kowall cast-glass tumbler will make anything you serve instantly urban; \$265, [chromale.com](http://chromale.com).

## 8. HOT STUFF

In a carbon fiber, a kitchen appliance becomes a fashion item. 1966 range; \$14,500, [laormasusa.com](http://laormasusa.com).

## 9. PAPER DREAMS

Ellison Stripe wallpaper makes a graphic statement in any setting. \$70 per roll, [magnificent.co.uk](http://magnificent.co.uk).

## 10. CARRY ON

The Bentley tray is a beguiling combination of nickel, leather, and glass. \$295, [raythelovers.com](http://raythelovers.com). FOR MORE OF OUR FAVORITE NEW HOME PRODUCTS, SEE [VERANDA.COM](http://VERANDA.COM).



- › Black with metallic
- Black is back and bold
- Black ceilings. Black as gold



› Bold graphic prints



Trellis Wallpaper - Green Double Ball





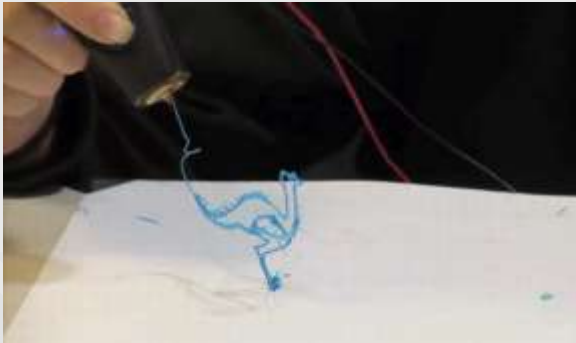
EVENT  
TRENDS  
2013

# EVENT TRENDS

› Pantone color of the year



- › Industrial Glam. Now residential and practical use.
- › Conversation pieces
- › 3D pen



## › Decorative trims



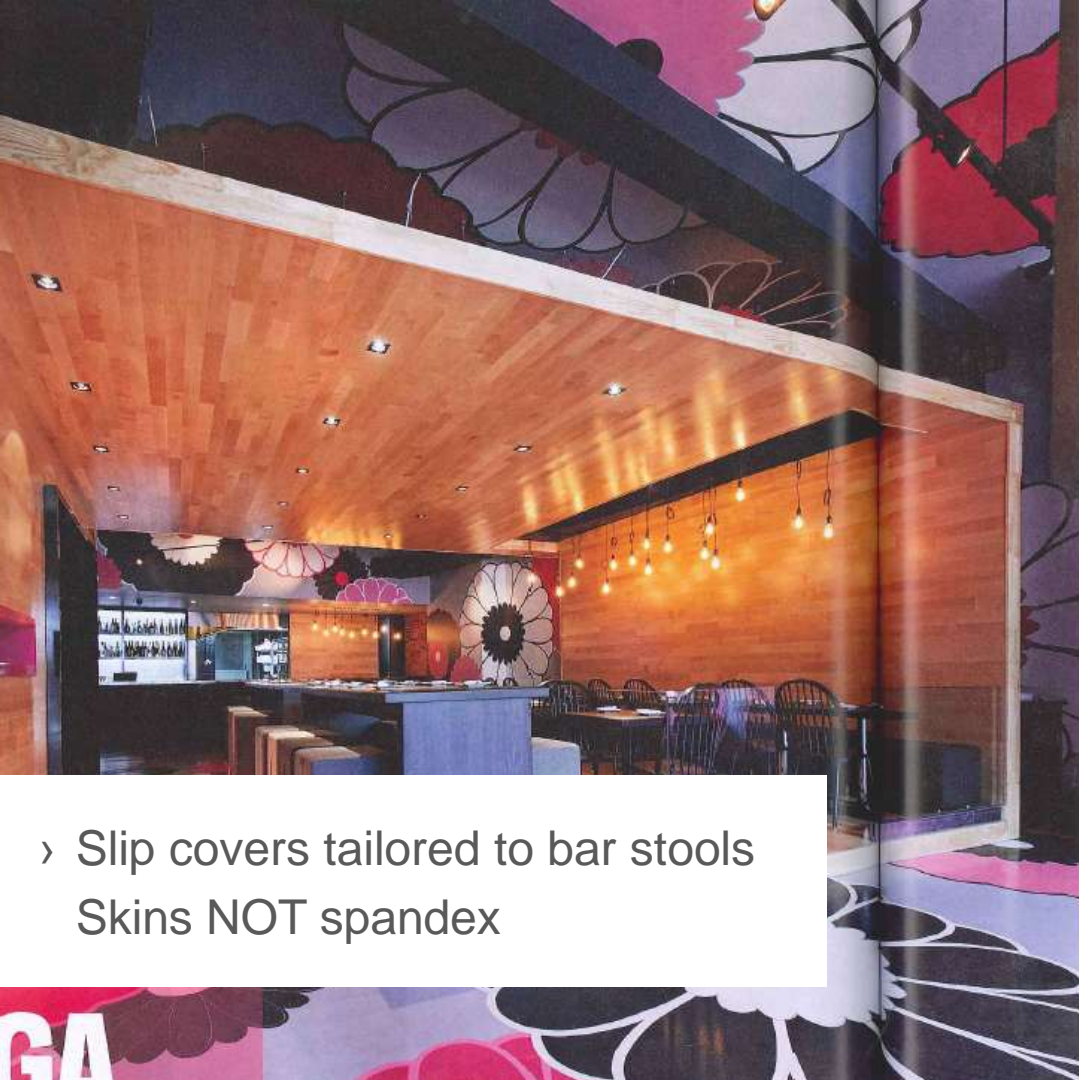


- › Geometric shapes
- Wall papers still popular



› Bold pattern graphics





› Slip covers tailored to bar stools  
Skins NOT spandex



The birch-paneled room-within-a-room offers diners an intimate setting to enjoy such Japanese pub favourites as ramen and octopus balls





› Logography. Old school camera





THANK YOU