

Tips for Facilitating Live Virtual Food Demo

Needed technical materials:

- Camera with streaming capability (able to connect to internet and log into Zoom or other streaming platform)
 - Laptop
 - Tablet
 - Cell phone
 - Be sure to have item charged with charger near by
- Tripod
- Selfie stick
- Extension cords
- Lighting (lamp, ring light, window facing instructor (not behind))
- Bluetooth headset (optional)

Recipe:

- Make sure you know your recipe and steps well
 - Keep a printed copy or notes close by
 - Practice recipe before demo if needed
- Have all needed cooking materials ready:
 - Spoon/fork
 - Measuring cups/spoons
 - Bowls
 - Knives
 - Cutting board
 - Sheet pan/pot
 - Other cooking utensils
- Have all needed ingredients out and ready:
 - Wash produce
 - Spices and herbs
 - Oils
 - Open packages
 - Prep ingredients as needed
- Remember to preheat oven if needed
- If boiling water, bring to boil before starting demo
- If cooking in a pan, before prepping ingredients, turn on pan to start to heat up to needed temperature
- Plan out your menu
 - Compare cooking time for recipes
 - Will some recipes take longer than others?



- How can you break up the steps to make them work together?
- Do you need to prep some of the items before to help with recipe time?
- Do you need to have a complete recipe to show at end of demo? (cook before class and have ready)

Visuals and sound:

- If possible, it is helpful to have 2 people during food demo. 1 person to do the demo, the other to film and monitor chat.
 - If 2nd person cannot be in-person, it is helpful to recruit a partner virtually to help with monitoring the chat during the session.
- If someone is helping to film:
 - Use a tripod or selfie-stick to help with getting angles.
 - Make sure mic is unmuted and video is on.
 - Do a mic and visual check by asking participants if they can hear and see you.
 - Start by introducing yourself and keep camera on person teaching when they are talking directly to the camera.
 - When moving to cooking, move video angle to show hands and food directly.
 - Move camera slowly. Avoid jerking, or darting back and forth
 - As the person teaching, try not to move around too much and stay in one area
 - Sometimes it's helpful to tape the ground to stay within the frame.
 - Helpful tip: Log in to session using 2 pieces of equipment. 1 for filming the class and the second to see chat and see what participants see. For example: use phone to film class, and set up a laptop to see chat questions come through and see the video that participants see.
 - CAUTION- with having 2 separate tech items, you may experience sound feedback (which echoes and sounds terrible!) Be sure to have laptop muted, video off and volume all the way down to stop sound feedback.
- If filming solo:
 - Set up camera on tripod with good lighting
 - Angle camera to be able to see you and food demo area (if unable to get you and food in frame, the most important thing is to see hands and foods being prepped, angle camera down if needed.)
 - Make sure mic is unmuted and video is on.
 - Do a mic and visual check by asking participants if they can hear and see you.
 - Depending on set up, you may have to move camera-that's ok! Just be sure you know where you need to move camera to, and that cord is long enough to get to different positions.

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 - CAUTION- with having 2 separate tech items, you may experience sound feedback (which echoes and sounds terrible!) Be sure to have laptop muted, video off and volume all the way down to stop sound feedback.
- Still helpful to recruit someone virtually on session to help with questions and chat

Other tips:

- Be sure to speak loud and clear.
- Cooking, talking, and teaching is a juggling act! It does require a little practice and skill.
 - Literally say what you are doing the whole time.
 - For example- “Now I am going to turn on the pan to medium high heat and add a tsp of oil. Now I am going to chop the onion, first I start by chopping....”
- Remember, people are watching.
 - Practice food safety and be sure to sanitize counters if there is cross-contamination between foods.
 - Remember to wash hands and promote good hand washing practices.
 - Be careful when chopping and cutting, use good form (don't cut yourself!)
 - Set timer if needed for cooking time (or have a participant watch time for you-good way to get people involved!)
- The most important thing to remember is- HAVE FUN!!!
 - Bring your own personality and flare to your cooking demo
 - Make jokes, laugh 😊
 - If you mess up-It is ok!!!! We are all human and we know you are trying your best
 - Encourage questions and discussion: this is what is different from watching a cooking show. Participants can ask you questions live!
 - Get participants involved by asking questions, here are some samples:
 - “Should we use a yellow or white onion today?”
 - “What color pepper should we use?”
 - “Does anyone know what this vegetable is?”
 - “Is an avocado a fruit or vegetable?”
 - Practice makes perfect. Try filming yourself doing the demo before the session.