

American Culinary Federation Request for Proposal



EVENTS MANAGEMENT
AMERICAN CULINARY FEDERATION
180 CENTER PLACE WAY
SAINT AUGUSTINE, FLORIDA 32095



EXPERIENCE THE POWER OF
CONNECTION

ACF EVENTS SERIES

Organizational Overview



- The American Culinary Federation is the largest professional organization of chefs and cooks with more than 20,000 members nationwide.
- Culinary competition, professional certification and program accreditation are all programs the ACF administers.



Event Description



- Regional conferences are annual meetings that are considered in the industry as one of the most important educational and networking forums for chefs.



Event Objective



- ACF Regional Conference is to provide ACF members with an opportunity to
 - attend educational programming that offers professional development and skills training
 - Network with other culinarians and industry professionals
 - Meet with providers of products and services related to the culinary industry
 - Visit a hotel that provides the utmost service, accommodations and exhibits the highest culinary standards.



Audience



- Conference attendees are foodservice professionals, chefs, cooks, pastry chefs, culinary educators and students from within a specific region.



Sponsored Products



- The nature of our membership dictates that food and beverage portion of our conferences be special.
- Our sponsors provide product to the property Executive Chef in the hopes that he or she will develop unique recipes and presentations.



Culinary Competitions



- Culinary competitions promote camaraderie and educational opportunities among culinary professionals.
- Culinary competitions take place at a local culinary school over the course of two days.
- Ideally the cold food portion of the competition will take place in hotel function space.



Culinary Competitions



- Competitions have a primary goal to continually raise the standards of culinary excellence and professionalism
- ACF approved judges will critique individual skills, techniques and styles.



Culinary Competitions



- Competitions are an integral part of the ACF, and we crown a regional Chef, Pastry Chef, and Student Chef of the Year, and a Student Team regional championship during the conference.
- Winners are announced during the Awards Gala Dinner on the last night of the conference.



Breaks



- Breaks between educational programming allow chefs to network with one another in the pre function areas.
- A combination of hotel and sponsored snacks are offered.



Breaks



- The networking breaks also serve as a time for attendees to meet with recognized culinary book authors.
- Ample common area space is needed to accommodate large crowds.

Product Showcasing



- The regional conferences allow for attendees to network with industry professionals through a product showcase.
- Industry professionals have the opportunity to show and sample their product to attendees.



Icebreaker Reception



- This function is the kickoff to the conference, allowing attendees to socialize and enjoy good food.
- The theme of the event is generally influenced by the host city. Cuisine, both sponsored and provided by hotel, should have a local flare.



Click to play
Clips from the
2011 Southeast
Regional Conference
Icebreaker

Chef Professionalism Award Lunch



- This luncheon is typically a three-course, plated meal. Most often, a combination of sponsored and hotel cuisine is served.
- Between courses the “Chef Pro” Award Winner is announced. This is also a time for sponsor recognition.



Educational Programming



- Demonstrations, seminars and hands-on workshops serve a very important role at the regional conferences.
- Educational programs allow chefs to develop professional skills and earn continuing education hours to advance or earn certification.



Educational Programming



- Seminars and demonstrations are an ideal way to feature our sponsors.
- Presenters will give an interactive lesson using sponsored materials.
- Cooking demonstrations will take place in ballrooms. There should be no issues or concerns about cooking in the meeting spaces.



**Click to play clips from a
VitaMix Sponsored Demo**

American Academy of Chefs® Dinner



- The AAC® Dinner is a formal, Escoffier-style meal, typically seven or more courses.
- The Academy is the honor society of ACF and this dinner is a fundraiser to support the various AAC® scholarships and programs.
- This event is often, but not always, held at a location off-site.



Regional Awards Gala



- This formal awards dinner is the grand finale of the conference. It is followed by a post party to kick off the next year's regional event.
- This is a four-course, plated dinner during which award winners are announced between courses.
- Center of plate food item is typically sponsored.

