

HOW YOU'LL BE REWARDED

REWARDS FOR WAIT STAFF

REWARD

10 x \$50 cash spot prizes*

HOW TO EARN IT

Use your personal social media channels to creatively promote your Restaurant Month menu at your restaurant. The 10 individuals who post the most mouthwatering visual content using the official hashtags throughout the month will each win a \$50 cash prize.

REWARDS FOR RESTAURANTS

REWARD

WINNER - 1 x Golden Hashtag trophy, 1 x six-month subscription to Start Social valued at more than \$1,100**

RUNNER UP - 1 x six-month subscription to Start Social valued at more than \$1,100**

HOW TO EARN IT

Throughout the month, use either your restaurant or personal social media channels to share delectable content showcasing your Restaurant Month menu (see our social media guide).

The two restaurants with the most appetizing and creative posts (we're looking for quality over quantity here) will receive a six-month subscription to Start Social's Hospitality Course, with our first-place winner also taking home the Golden Hashtag trophy.

START SOCIAL

Managed successfully, social media can make a huge difference to your business. Start Social provides access to the top social media minds in New Zealand, and practical advice on how to do social media well, specifically for hospitality. This course can be completed in your own time, so is well suited to a busy life in hospitality.

*Winners of the spot prizes will be chosen based on the creativity and quality of their Restaurant Month posts on their individual social media pages using the official campaign hashtags. Content can be in any format, but must be visual. The judge's decision will be final. **Promotion commences 1 August 2017 and closes 31 August 2017. The winning restaurants will be selected on 23 September 2017 and will be the restaurants that have created the most high-quality mouthwatering food images to promote their restaurant using the official campaign hashtags. The six-month subscription to Start Social will begin at a date chosen by the restaurant, and can be completed at any time over the course of the subscription, with an option to extend at your own expense, if desired.



WAIT STAFF & RESTAURANT REWARDS

AKL
The Show Never Stops

WHO TO CONTACT

For any questions regarding the wait staff reward schemes:

Alix Higby or **Kristen McCarthy**
Eleven PR | phone **09 366 6266**

For any questions regarding Restaurant Month:

Jane Stewart
phone **09 379 8000**

For any questions regarding American Express Merchants:

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RESTAURANT
MONTH



WAIT STAFF & RESTAURANT REWARD SCHEME

Restaurant Month is delivered by the central city business association Heart of the City, along with headline sponsor American Express. This August marks the seventh year for this annual event.

ENSURING YOUR RESTAURANT'S SUCCESS

A critical part of the success of the event is ensuring that front line restaurant staff are knowledgeable about what is on offer in their restaurant. To help encourage this, Heart of the City is offering a number of rewards for individuals and restaurants who are actively talking up their special menus and restaurant activity for the month.

VISITS TO YOUR RESTAURANT

Before the beginning of the month our Restaurant Month Ambassadors will visit each restaurant to deliver restaurant point of sale material and explain the wait staff reward scheme. You'll receive ongoing communication and updates via email throughout the month to ensure that the message is getting to as many staff as possible. Information will also be available on the Heart of the City website www.hotcity.co.nz as an easy reference point.

THE GOLDEN HASHTAG AWARD

We recognise the importance of restaurants and their staff supporting and promoting Restaurant Month, so we've created some incentives to get you excited.

This year we are celebrating the best part of Restaurant Month, the amazing food that's on offer! The most mouthwatering visual content shared through social channels will receive the Golden Hashtag Award and a six-month subscription to Start Social (valued at more than \$1,100), so you can optimize your social media activity while learning from the best. We will also award a second six-month Start Social subscription to the runner-up restaurant, as well as spot prizes to top posts by individual staff members.



HOW TO WIN THE GOLDEN HASHTAG

SOCIAL MEDIA GUIDE

We're on the hunt for the industry's best social voices and this year there are more ways to win.

THE GOLDEN HASHTAG AWARD

Will go to the restaurant with the most mouth-watering social media content. They will also receive a six-month subscription to Start Social's Hospitality Businesses course valued at more than \$1,100.

THE RUNNER UP

Will receive a six-month subscription to Start Social's Hospitality Businesses course valued at more than \$1,100.

HASHTAGS

There are at least 223 million images of food on Instagram alone, so to help us find your restaurant's posts you must include our official hashtags on your posts. You MUST USE **#RestaurantMonthAKL** AND **#GoldenEats17** on ALL of your posts.

BOTTOM LINE

Utilising social media channels during Restaurant Month is a great way to get diners engaged and excited about the special menu your restaurant is creating to celebrate the month. The more creatively you show off your menu on social media, the more people you will entice to come in to try it for themselves. Happy hashtagging!

Below are a few pointers to give your restaurant a head start on winning those prizes!

TIPS TO CAPTURE THE BEST FOOD SHOTS

- **Steady your hand before you take the shot.** Ensure your camera lens is clear, with no smudges. Blurry images just won't work.
- If available, **natural light** is key to capturing high quality photos.
- **Play with different angles.** For example, close ups of key ingredients or overhead shots of the entire dish will produce different effects. Understand what is most appealing about your menu and communicate this.
- **Take shots along the way** – one of the raw ingredients laid out, another of the prep stage, and then the beautifully finished dish.
- **Don't forget to add a caption.** People want to know the names and ingredients of the dishes you're showing them. If your dish is suitable for diners with certain dietary requirements, this is handy information for customers too!
- Make sure you include the official Restaurant Month hashtags so we can find your posts! **#RestaurantMonthAKL #GoldenEats17**
- **Don't be shy.** If people ask questions on your page/posts, be sure to reply to them as soon as you get the chance.
- **Add your location to your Facebook and Instagram posts** so people can easily find you and your delicious menu.
- **People love a good tease.** Use social media to reveal a Restaurant Month dish or drink every few days.
- **Posts with questions have a higher engagement rate.** Experiment with quizzes: ask people for their favourite dish out of two, ask for feedback and invite them to tag a friend they would want to take to your restaurant during Restaurant Month.

The possibilities are endless.

PEOPLE LOVE TO SEE

- High quality photos of food, and more food!
- Shots of your exclusive Restaurant Month dishes.
- Exclusive content that they will not find anywhere else.