

Case study 9 - online event

Using: *YOURgb*, Zoom

Seafood from Scotland: Professional Chef Fishmonger Masterclass

Seafood from Scotland worked closely with the events agency YOURgb to create and deliver The Fishmonger Masterclass virtual event series on their preferred platform Zoom. The online series comprised of free to attend, invite only, virtual masterclasses run for professional chefs across Scotland.

The objective was to increase the knowledge, skills and understanding of Scottish Seafood within the Scottish professional chef network.

Hosted by acclaimed Scottish seafood chef Roy Brett, and Fishmonger, Author and Channel 4 presenter CJ Jackson from The Seafood School at Billingsgate, the Fishmonger Masterclass series offered chefs the unique chance to develop and improve their seafood preparation skills.

YOURgb looked after all aspects of the delivery - event brand identity and logo design, comms planning, social media planning, event registration design and management, audience experience management, event flow and scripting, technical delivery and post event analysis.

The 3 masterclasses were broken down in to 1-hour sessions, covering Round Fish, Shellfish and Flat Fish, and delivered over three consecutive Wednesday in May and June 2020.

Each session covered topics that included sustainability and seasonality, as well as providing the participants with useful hints and tips around how to achieve the best margins and use from a whole fish or shellfish.

The masterclasses also outlined what to look for when sourcing quality Scottish seafood along with the different fish mongering techniques across a range of species.

The sessions were fully interactive with polling and Q&A sessions which drove high audience engagement. According to statistics, 78% of webinars have less than 50 attendees. All 3 of the Fishmonger Masterclasses sit in the top 9%, as they achieved between 200 - 250 attendees per session.

