



# IDDBA WEBINARS | CALL-TO-ACTION WORKSHEET

**WEBINAR:** Cake Decorating: Reaching and Teaching for Today

**DATE:** December 12, 2023

## THE “BIG 5” TOPICS COVERED:

- #1 Social Media's impact on cake decorating
- #2 Consumers changing view on product expectations
- #3 Training Cake Decorators in a changing world of mixed methods
- #4 Using Social Media to train and reach the next generation of decorators
- #5 Decorating to meet a changed market demand

## THE “BIG 5” TAKEAWAYS:

- #1 Social media can be a valuable tool to highlight product and artistry of cake decorating, as well as reach the next generation of decorators
- #2 Consumers are important, but part of educating our decorators is helping them educate the consumer
- #3 Training should always be multifaceted, but preserving this art involves a mixed method of platforms
- #4 Change is inevitable, but remembering past methods ensure the ability to learn and advance in the future of cake decorating
- #5 Always be open to learning something new: whether it is a new technology or a new cake design