

TOAST THE HOST

HOW TO ENTERTAIN AT HOME

WITH

Simon James Bailey

SERIES

Overview



SERIES *Overview*

TOAST THE HOST IS AN
AMUSING AND EDUCATIONAL
TELEVISION PROGRAM
DESIGNED TO BREAK DOWN
THE DAUNTING TASK OF
ENTERTAINING AT HOME
INTO BITE SIZE PIECES.

SERIES *Overview*

The eight-episode series is hosted by former television reporter and media trainer Simon James Bailey, who has hosted more than 500 dinner parties, entertaining 3,000 guests.

Each episode details the components of home-entertaining including budgeting, menu planning, preparation, table setting and cooking, and culminates with the planned occasion showing the guests enjoying the food, drinks, atmosphere, and most importantly each other's company.

The series was shot on location and has a relaxed and intimate feel of Simon speaking with the viewer and taking them on the journey of hosting each event at home, as if it is happening in 'real time'.

TOAST
THE HOST

ABOUT *Simon*



ABOUT *Simon*

Simon James Bailey was born in Perth, Western Australia and grew up in the hills district. He graduated from the Western Australian Academy of Performing Arts with a Bachelor's Degree in Broadcasting.

Simon's had many jobs from making burgers at Hungry Jacks' (Burger King), DJing aboard the MV Karelia Cruise Ship, managing the historic Astor Cinema in Mt Lawley where he indulged his love of film, and gained more than 20 years of experience as a journalist and senior communications professional.

During his journalism career, Simon was a senior producer and reporter with the Nine Network, News Director for GWN7 (Regional Seven) and contributed to ABC Radio as the resident film critic.

Simon co-founded strategic communications consultancy Counsel Communications in 2017, the same year he co-established homewares store and brand Darling & Domain.

Simon has worked in all aspects of television, from reporting for Australia's number one current affairs program A Current Affair, senior producer and field producer for travel and lifestyle programs Postcards WA and Just Add Water, and executive producer of Nine News Perth including special coverage of the Commonwealth Heads of Government Meeting and state elections.

When he's not writing, Simon can be lost exploring the world or found in the kitchen creating delicious food for his friends and family.





Finding

THE SHOW TITLE

TOAST THE HOST

HOW TO ENTERTAIN AT HOME

The audience for the program was identified as females aged between 23 – 69 years and males aged between 26 – 58 years. 62 per cent of respondents preferred the title ‘Toast the Host’ and 15 per cent preferred ‘Host with the Most’. Further anecdotal feedback indicated that the title ‘Toast the Host’ required a qualifying statement about the program to differentiate it from cooking game shows such as ‘Come Dine With Me’ and ‘My Kitchen Rules’.

KISS THE COOK

YOU GUEST IT

EAT DRINK LAUGH

THE PREPARED HOST

ENTERTAINING MADE EASY

IN GOOD COMPANY

HOST WITH THE MOST

TOAST
THE HOST

TITLE
Shortlist

PRODUCTION *Values*

Toast the Host is a high-quality production including expert cinematography, sound, and editing, which is consistent with broadcast and streaming television standards.

Production equipment (microphones, lights, and cameras) were hidden from the viewer to ensure they engage with the narrative without distraction.

The series was recorded in Ultra High Definition (4K).

EPISODES

EPISODE 1 KEEP IT SIMPLE SIMON



EPISODE 2 CHAMPERS & NIBBLY THINGS



EPISODE 3 BESTIES' BRUNCH



EPISODE 4 KITCHEN SUPPER



EPISODE 5 BOOZY BOOK CLUB



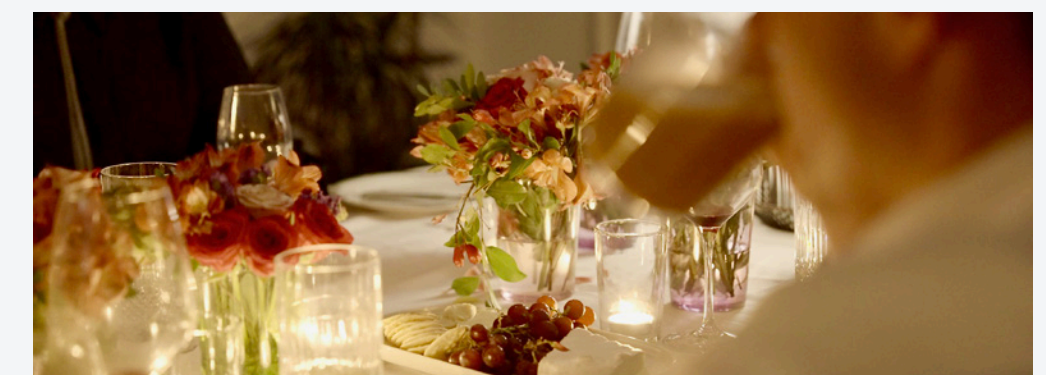
EPISODE 6 COMFORT DINNER

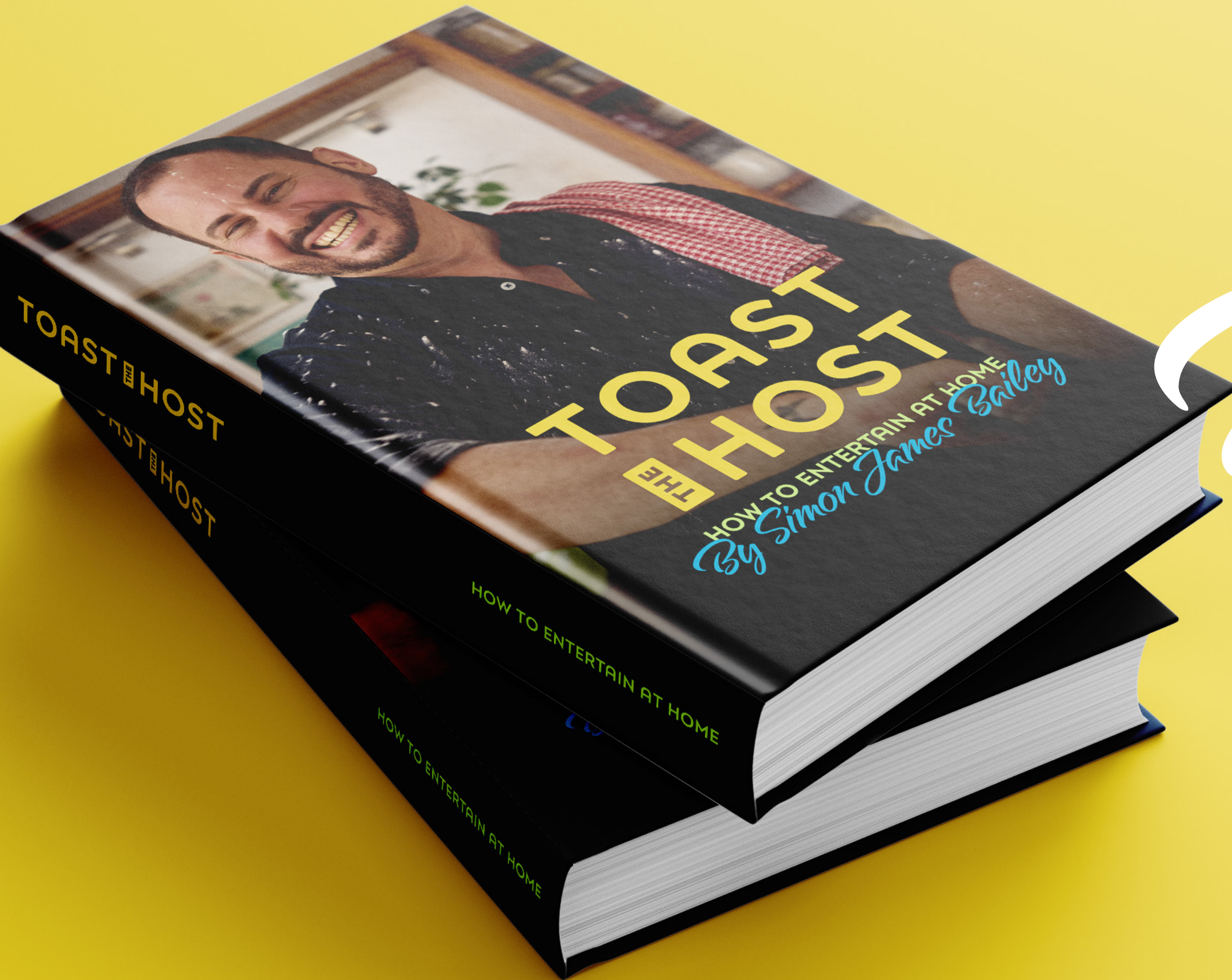


EPISODE 7 THE DINNER PARTY PART 1



EPISODE 8 THE DINNER PARTY PART 2





THE Book

The book, “Toast the Host: How to Entertain at Home”, will complement the TV show of the same name.

TOAST THE HOST *The Book*

The book will encapsulate all the information provided in the series along with additional recipes, tips & tricks, step-by-step guides for menu planning, shopping, table setting, staging occasions at home and behind the scenes photos and anecdotes.

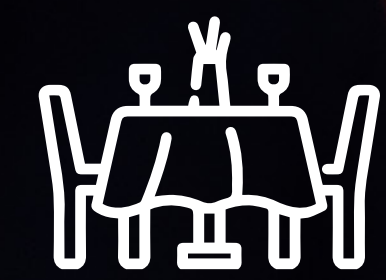
The narrative will provide insight into Simon James Bailey's life and his passion for entertaining and creating memorable events at home with the people he loves.



10,000
SIMON HAS PREPARED NEARLY
10,000 DINNER COURSES.



2,500+
BOTTLES OF WINE SERVED
DURING SIMON'S DINNERS.



500+
SIMON HAS HOSTED MORE
THAN 500 DINNER PARTIES.



CONTACT

Simon

Simon James Bailey

+61 400 248 880

Simonb_au@yahoo.com

www.simonjamesbailey.com