

Building your Catering Business

This one day seminar is for front line managers, supervisors and chefs who have responsibility for counter style catering. It will build on your merchandising skills and look at a number of further practical skills and management initiatives currently being used in the catering industry.

The focus will be on;

- communicating your offer
- effective campaigns, promotions and accreditation schemes
- introducing mystery guest surveys and customer focus groups
- verbal selling skills, particularly techniques that participants can pass on to their staff who are engaged at the point of purchase

Participants will have an opportunity to identify and discuss new merchandising standards. They will be able to benchmark their own merchandising techniques with new examples from other organisations

Objectives

The seminar will:

- describe a range of new merchandising and a range of new verbal selling, techniques
- discuss managers' and supervisors' roles in introducing new sales initiatives within counter service catering
- identify campaigns, promotions and accreditation schemes that may build your business
- describe how to operate effective mystery guest schemes and run meaningful customer focus groups

Participants will be provided with seminar handouts.

Presenter

David Mckown FIH, is Training and Development Manager at the University of Sheffield. Before joining the university he spent seven years at the Hotel and Catering Training Board. His career also includes spells in contract catering and restaurants. He is a qualified trainer and further education teacher who delivers training regularly to the commercial sector in this country and also internationally. David's style is lively, interactive and fun!

Participants

This seminar is for front line managers, supervisors and chefs who have responsibility for counter service style catering within universities and colleges.

Date and Venue

Thursday 21 October 2010; registration is from 0930. The seminar starts at 1000 and ends at 1530. It will be held at Holywell Park, which is imago's non-residential training centre at Loughborough University. Holywell Park is close to junction 23 of the M1 and also easily reached from Loughborough railway station. Full location and access details will be sent to participants. There is more information at www.welcometoimago.com.

Fee

The fee for this non-residential seminar is £175.00 plus vat, which includes seminar materials, training costs, refreshments and lunch. If you require overnight accommodation you can call the university's imago sales office on 0845 036 4624. Subject to availability they have rooms at their nearby Burleigh Court conference centre. A single en-suite lodge room is £59.00 room only; full English breakfast is £14.00. A main building double or twin is £107.00 for bed and breakfast. They also have en-suite rooms in their Link Hotel, across the road from the main campus at £60.00 room only and £10.00 for breakfast. All prices include vat. Please settle overnight accommodation charges directly with the university. There are two Travelodges six miles away at junctions 22 and 23a of M1, www.travelodge.co.uk. There is a Premier Inn six miles away at junction 23a and one ten miles away at the A42/A512 junction at Ashby De La Zouch, www.premierinn.com.

To make a workshop reservation, please go back to our booking form, which may be completed on-line or off-line. May we respectfully draw your attention to the UhS business terms, which are on the seminars page of our web site and on the booking form?