

## **Merchandising to Build your Business; an advanced seminar**

This one day seminar is for front line managers, supervisors and chefs who have responsibility for counter service style catering. It is for those who have previously attended the **UHS** Counter Service Merchandising Seminar presented by David McKown or who already have some expertise in food merchandising. The seminar will build on the techniques from the earlier seminar and look at a number of further practical skills and management initiatives that are 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

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.

Although merchandising technically focuses on “non verbal selling skills” this course will include “verbal selling skills”. The techniques highlighted on the course will be at a level that delegates can pass onto their staff who are engaged at the point of purchase.

### **Objectives**

The seminar will:

- describe a range of new merchandising and a range of 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 guests schemes and run meaningful customer focus groups.

Participants will be provided with CD notes and 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**

Tuesday 18 May 2010; registration is from 0930. The seminar starts at 1000 and ends at 1530. It will be held at the Fielder Conference Centre, Hatfield Business Park, University of Hertfordshire. This is Conference Hertfordshire’s non-residential conference centre, which is close to junctions 3 and 4 of A1(M) and Hatfield railway station, which is 25 minutes from London King’s Cross. Full location and access details will be sent to participants. There is more information at [www.conferencehertfordshire.co.uk](http://www.conferencehertfordshire.co.uk).

### **Fee**

The fee for this non-residential seminar is £169.00 plus vat, which includes seminar materials, training costs, refreshments and lunch. If you require overnight accommodation there is a Travel Inn at Hatfield, one at Welwyn Garden City, 6 miles away and several others nearby, [www.premiertravelinn.com](http://www.premiertravelinn.com). There is also a Travelodge very close to The Fielder Centre at the Hatfield Business Park and several others nearby, [www.travelodge.co.uk](http://www.travelodge.co.uk).

To make a seminar 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?