'Award Winning Function & Event Catering'
with
Andrew Bennett MBE & David McKown FIH
Tuesday 20May, 2014
The Sheraton Park Lane Hotel, London
£275

Why should you attend?

This is a fantastic opportunity for just 16 delegates to develop their skills in the key aspects that are needed to deliver a high quality catering event. Your discerning customer base are expecting more and more from the University catering provider. This course will discuss a selection of event styles ranging from three course conference dinners to elaborate graduation style evenings.

Who should attend?

This programme is designed for Chefs, Front of House Managers & Functions Managers working within University Hospitality Catering.

What are the aims of the training session?

This seminar will look into successfully catering for an extensive range of events. Including how to achieve the best professional working relationship within your team and with customers. An insight into the Award winning banqueting at the Sheraton Park Lane Hotel will allow you to sample dishes from the banqueting menu, and also enable you to maximise the presentation standards of your catering by selecting the most appropriate service styles for your events. It will also focus on the aspects of quality and cost control, that are both key features in order to make each of your events a success.

What will we get out of the day?

At the end of the training, delegates will be able to:

- Identify and create solutions for common challenges that
  impact on both the largest and smallest events at your university.
- Describe the changing fashions impacting on menus and service styles.
- Identify how to create the best business relationship with
  colleagues and clients from the booking stage of an event.
- Describe how catered functions work at The Sheraton Park Lane Hotel
- Discuss Menus and describe how to manage the challenge of

delivering "choice menus" at an event e.g. The guest at a large function is allowed to pick from three different main courses (two options on meat and one vegetarian)

- Describe different service styles and the presentation of the room.
- An insight into award winning banqueting at the Sheraton Park Lane.
  Delegates will get to sample dishes from the banqueting menus.
- How plating and finishing works in practice.
- Have a full understanding of the key principles of effective event management. This will include functions on a green field site, which can bring substantial revenue for your business

How do we book on this course?

Online bookings can now be made at the UHS website:
www.universityhospitality.co.uk/seminars
Please submit your booking by 10 May 2014. Alternatively, please contact Diane Davies at information@universityhospitality.co.uk or call 0114 222 8983.

Trainer Andrew Bennett MBE

Andrew Bennett MBE, Director of Food & Beverage at The Park Lane, Sheraton Hotel in London.

His career includes the achievement of a Michelin Star, and recognition as 'Banqueting Chef of The Year' by the Craft Guild of Chefs. In 2009, Andrew was awarded the MBE for services to the hospitality industry and skills training.

Trainer – David McKown FIH

David Mckown FIH is Head of Training & Quality at the University of Sheffield.

Prior to joining the University, David spent 7 years at the Hotel and Catering Training Board. His career also includes spells in contract catering and restaurants. David is a qualified and highly experienced trainer and further education teacher who regularly delivers training to the commercial sector, in this country and internationally.

The Venue
This training event will be held at The Sheraton Park Lane Hotel in London. More information about the Park Lane Hotel can be found at: www.sheratonparklane.com

The Timings
Registration will be from 9.30 am, with the course starting promptly at 10 am. It will then close at 3.30 pm.