



UHS in conjunction TUCO
'Maximising the Performance of Retail Catering on Campus'
Tuesday 18 March, 2014
09.00 am – 5.00 pm
Hilton Hotel, Blackpool
£ 175

Why should you attend?

UHS in conjunction with TUCO is presenting a one day national training day. This training will be limited to just 20 delegates to maximise the interactive learning styles used. The three themes for this programme are detailed below, each being delivered by an industry specialist.

- What can we learn from the high street in terms of retail branding and visual identity?
- What are the benefits and barriers to purchasing and operating a catering franchise?
- How to effectively manage the customer experience?

Who should attend?

This programme is designed for Managers of Catering Units within Universities.

What are the aims of the training session?

The highly interactive programme will focus on the customer experience. In particular, how the university caterer can apply these models into their own commercial operation.

What will we get out of the day?

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

- Understand the High street retail catering concepts and their suitability in a Higher Education (HE) environment
- • Be familiar with the trending concepts and brands and their longevity in the market place
- • Apply high impact visuals and counter merchandising techniques
- Recognise the implications of purchasing a known franchise
- Understand how a franchise might impact on the rest of the business
- • How managers can impact on the customer experience
- Effectively apply techniques and tools for improving staff performance
- • Respond to challenging customers

How do we book on this course?

Bookings can now be made at <http://www.tuco.org/learn/competitions>

Trainer

Each session will be held by an industry specialist, and will include:

Giles Poyner, Director of the Holman Group Giles will focus on High Street retail catering concepts and their suitability in the HE environment ie trending concepts, brands and their longevity in the market place, high impact visuals and counter merchandising techniques. Giles has been in branding and communications for over 15 years, working with a number of UK, Pan European and Global brands. More information can be found at:

<http://www.holmangroup.co.uk/>

Vicky La Trobe, Director of Four Points Management

Vicky will focus on the implications of purchasing a known franchise and how a franchise might impact on the rest of the business.

Vicky has worked in international marketing and branding roles for Choice Hotels, Millenium and Copthorne Hotels before taking up a position in 2008 as Marketing Director for ARAMARK. She then founded Fourpoints Management in January 2011. More information can be found at:

<http://www.fourpoints-management.co.uk>

Andy Hanselman, Director of Andy Hanselman Consulting

Andy will focus on how managers can impact on the customer experience, techniques and tools for improving staff performance, responding to challenging customers and how to evaluate the business benefits of getting the customer experience right.

Andy works with high performing businesses that are winning in today's ever increasing competitive marketplaces. From fast growing entrepreneurial businesses to large multi-national companies. More information can be found at: <http://www.andyhanselman.com>

The Venue

This training event will be held in the Hilton Hotel, Blackpool. Further information about the Hilton Hotel can be found at: <http://www3.hilton.com/en/hotels/united-kingdom/hilton-blackpool-hotel-BLKBLTW/maps-directions/index.html>

The Programme

09.00 Registration
09.10 Welcome and introduction
09.15 Giles Poyner
10.45 Break, Competitions and Exhibition
11.15 Vicky La Trobe
12.45 Lunch, Competitions and Exhibition
1.45 Andy Hanselman
3.15 Break, Competitions and Exhibition
3.45 Andy Hanselman
4.45 Evaluation
5.00 Close of the Day