

**A Masterclass with Fred Sirieix
'Making Excellence a Habit'**

Wednesday 3rd June, 2015

10.00 am – 3.30 pm

Kings Building

Kings College, London

£295

Why should you attend?

This is an exciting opportunity for 16 delegates from the Higher Education Hospitality sector to benefit from a training seminar presented by the co-host of the BBC television series 'Michel Roux's Service'. This event proved so popular earlier this year that we have decided to run it again!

Who should attend?

The training is aimed at Hospitality Managers, Restaurant Managers, Food and Beverage Directors and others involved in leading a service team. However the content is not suitable for those working in counter service. The examples and case studies shared on the day will be from the commercial restaurant sector of the hospitality industry.

What are the aims of the training session?

This will be a very interactive programme since, in addition to a key note presentation, delegates will participate in the 'Art of Service' Board game facilitated by Fred Sirieix. The key aim of the day will be how to train, lead and develop staff in the very best aspects of hospitality and service.

What will we get out of the day?

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

- Improve front of house skills
- Enhance your guests' dining experience
- Promote the highest levels of excellence
- Develop ideas to test knowledge and skills of staff in a dynamic and fun way
- Identify ways to reinforce your business vision, mission, values and objectives for all staff
- Describe how to link your business vision with each individual's vision
- Promote a sense of pride in work, teamwork, personal ownership and participation.

How do we book on this course?

Online bookings can now be made at the UHS website

www.universityhospitality.co.uk/seminars. If you experience any issues with the online

booking system, please contact Diane Davies at information@universityhospitality.co.uk or call 0114 222 8983 and we will be happy to help you further.

Trainer – Fred Sirieix



Fred Sirieix is the General Manager at Galvin at Windows, the Michelin-starred restaurant on the 28th floor of the London Hilton on Park Lane, and was nominated for Manager of the Year in the 2010 Catey Awards.

He has previously worked at Le Gavroche, La Tante Claire, Bluebird Gastronome, Sartoria, Brasserie Roux, to name but a few, and has led his team at Galvin at Windows to win awards such as Hotel Restaurant Team of the Year (Hotel Cateys 2007), Best Front of House (Tatler Awards 2007) and Best Hotel Bar (Imbibe Awards 2009).

Fred is passionate about training and staff development. More about Fred can be found at:

<http://www.theartofservice.co.uk/about-fred-sirieix.html>.

Testimonials & Press

"Fred is committed and determined to achieve excellence in all areas of our business. Fred's service and hospitality is like no one else because he puts himself and every member of his team in the customer's shoes and this is what his new training tool is about."

Chris Galvin – Chef Patron, Galvin Restaurant

Fred is passionate about his profession and his desire to teach is infectious."

Michel Roux Jr – Le Gavroche

"I think the training tool that Fred has devised is inspired. How often do we look for new and inventive ways of training existing or new team members whilst making it fun and to the point? The information is relevant and detailed and I can see how this could be applied to any outlet. I am backing Fred all the way!"

Marcus Wareing – Marcus Wareing at The Berkeley

The Venue

This training event will be held in the River Room, Kings Building, Kings College, London. More information can be found at: <http://www.kingsvenues.com/Weddings/Strand/River-Room.aspx>

The Timings

Registration will be from 9.30am, with the Masterclass commencing at 10.00 am and closing at 3.30 pm.