



**A Masterclass with Fred Sirieix
'The Art of Service'
London Hilton Park Lane & Galvin at Windows
9.30am – 3.30pm
Wednesday 14 March 2018
£365 plus VAT for CUBO Members
£438 plus VAT for Non Members**

Why should you attend?

This is an exclusive opportunity to attend a world class seminar, strictly limited to just 16 delegates presented by Fred Sirieix, multi award winning Maitre D` and General Manager of Michelin starred restaurant, Galvin at Windows.

The day will commence with a seminar presented by Fred Sirieix in the Serpentine Suite at London Hilton Park Lane. The learning will include a fully inclusive Michelin Starred dining experience at Galvin Windows on the 28th Floor of the London Hilton Park Lane. A day that will truly inspire excellence in the Art of Service. This is also a fantastic opportunity to experience dishes created by Joo Won, Head Chef at Galvin at Windows.

Who should attend?

The training is aimed at Hospitality Managers, Restaurant Managers, Food and Beverage Directors, Team Leaders, VIP Dining and others involved in leading a service team. However the content is not suitable for those working in counter service. Fred uses examples and case studies 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. 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 Lynn Kenny at information@universityhospitality.co.uk or call 0114 222 8983 and we will be happy to help you further.



Fred Sirieix has worked in some of London's most celebrated restaurants and since May 2006 has held the position of General Manager at the Michelin starred Galvin at Windows.

Fred is highly respected within the Hospitality Industry and has been titled the 'Guru of Service' by the British press. He has co-hosted Michel Roux's Service on BBC2, is a regular on British national radio and stars as the Maitre D' in the hit Channel 4 series 'First Dates'.

Fred is an acclaimed **International Consultant** in the customer services sector. He consults with international brands across a multitude of business sectors, aiding them to instil a first class level of service within the DNA of the business. When filtered through to the customer facing experience, it is consistently proven to deliver higher repeat business and brand loyalty.

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 Berkele

The Venue

The Serpentine Suite and Galvin at Windows



This training event will be held in the Serpentine Suite at London Hilton Park Lane



and the dining experience will be taken in Galvin at Windows on the 28th Floor of London Hilton Park Lane.

The Timings

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