Training course on Catering Operations and Event F and B

Professional Development Training Course Outline

Category	Tourism and hospitality	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In the diverse and dynamic food and beverage industry, Catering Operations and Event F&B represents a specialized and highly profitable sector that demands meticulous planning, flawless execution, and a deep understanding of logistical complexities. Whether it's a grand wedding, a corporate conference, an outdoor festival, or an intimate private party, delivering exceptional food and beverage service off-premise or within a dedicated banquet facility requires a unique blend of culinary artistry, operational efficiency, sales acumen, and unwavering commitment to client satisfaction. Unlike traditional restaurant service, catering involves managing diverse venues, coordinating complex timelines, ensuring stringent food safety across varied environments, and adapting quickly to unforeseen challenges. Success in this field hinges on the ability to anticipate client needs, manage substantial budgets, coordinate multiple vendors, and lead diverse teams from production to service. Failure to expertly manage catering operations can lead to client dissatisfaction, reputational damage, significant financial losses, and a failure to capitalize on a lucrative market segment. Training Course on Catering Operations and Event F&B is meticulously designed to equip aspiring and current catering managers, event planners, executive chefs, food and beverage directors, and hospitality professionals with the advanced theoretical insights and practical tools necessary to excel in Catering Operations and Event F&B. We will delve into the strategic planning of various catering events, master sophisticated sales and negotiation techniques, and explore cutting-edge approaches to menu development, production, and service delivery. A significant focus will be placed on understanding the intricate details of logistics, transportation, and equipment management, ensuring rigorous food safety and hygiene standards in diverse settings, and developing robust cost control strategies. Furthermore, the course will cover essential aspects of talent management, leveraging catering technology, and cultivating lasting client relationships. By integrating industry best practices, analyzing complex real-world catering scenarios, and discussing emerging trends in sustainable catering and experiential event design, attendees will develop the strategic acumen to lead successful and memorable catered events, foster unparalleled client satisfaction, drive significant revenue growth, and position their establishments as premier catering providers.

Programme Curriculum

Training Course on Catering Operations and Event F&B

Introduction

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Training Course on Catering Operations and Event F&B is meticulously designed to equip aspiring and current catering managers, event planners, executive chefs, food and beverage directors, and hospitality professionals with the advanced theoretical insights and practical tools necessary to excel in **Catering Operations and Event F&B**. We will delve into the strategic planning of various catering events, master sophisticated **sales and negotiation techniques**, and explore cutting-edge approaches to **menu development, production, and service delivery**. A significant focus will be placed on understanding the intricate details of **logistics, transportation, and equipment management**, ensuring rigorous **food safety and hygiene standards** in diverse settings, and developing robust **cost control strategies**. Furthermore, the course will cover essential aspects of talent management, leveraging **catering technology**, and cultivating lasting client relationships. By integrating industry best practices, analyzing complex real-world catering scenarios, and discussing emerging trends in sustainable catering and experiential event design, attendees will develop the strategic acumen to lead successful and memorable catered events, foster unparalleled **client satisfaction**, drive significant **revenue growth**, and position their establishments as premier catering providers.

Course Objectives

Upon completion of this course, participants will be able to:

1. Analyze the strategic importance and diverse scope of Catering Operations and Event F&B.
2. Master the entire catering sales process, from inquiry to contract negotiation.
3. Develop and implement sophisticated menu planning and costing strategies for events.
4. Formulate meticulous food production and kitchen management plans for catering.
5. Execute seamless catering service delivery across various event formats and venues.
6. Apply principles of financial management and budgeting for catering profitability.
7. Manage complex logistics, transportation, and equipment for off-premise catering.
8. Ensure comprehensive food safety, hygiene, and regulatory compliance in all catering operations.
9. Leverage catering technology and software solutions for enhanced planning and execution.
10. Develop effective staffing, training, and leadership strategies for catering teams.
11. Cultivate strong client relationships and post-event follow-up for repeat business.
12. Explore emerging trends and innovations in the catering and event F&B industry.

13. Position their establishment as a leading provider of exceptional catering and event F&B experiences.

Target Audience

This course is ideal for professionals involved in or aspiring to lead catering and event food and beverage operations:

1. Catering Sales Managers and Directors: Responsible for client acquisition and contract negotiation.
2. Catering Managers and Coordinators: Overseeing planning and execution of events.
3. Executive Chefs and Sous Chefs: Specializing in banquet and event food production.
4. Food and Beverage Directors/Managers: With oversight of catering departments.
5. Event Planners (Internal/External): Seeking to understand F&B complexities.
6. Restaurant Owners/Operators: Expanding into catering services.
7. Hospitality Students: Specializing in event management or F&B.
8. Anyone passionate about delivering high-quality food and beverage experiences for events.

Course Duration: 10 Days

Course Modules

Module 1: Introduction to Catering Operations and Event F&B

- Defining Catering: On-Premise vs. Off-Premise.
- The Strategic Importance of Catering for Hotel/Venue Revenue.
- Overview of Various Catering Event Types (Corporate, Social, Weddings, Galas, Outdoor).
- Key Roles and Responsibilities within a Catering Department.
- Understanding the Catering Sales Cycle and Client Journey.

Module 2: Catering Sales and Client Relationship Management

- Identifying Target Markets and Lead Generation for Catering Business.
- Effective Inquiry Handling and Proposal Development.
- Client Consultation and Needs Assessment.
- Negotiation Strategies for Catering Contracts and Pricing.
- Building and Maintaining Strong Client Relationships for Repeat Business.

Module 3: Menu Planning and Costing for Catering

- Designing Diverse Catering Menus: Buffets, Plated Dinners, Stations, Receptions, Boxed Meals.
- Customizing Menus for Client Preferences, Dietary Needs, and Budget.
- Catering Menu Costing: Ingredient Costs, Labor, Overheads, Profit Margins.
- Pricing Strategies for Catering Packages and A La Carte Items.
- Managing Beverage Menus and Bar Service for Events.

Module 4: Food Production and Kitchen Management for Catering

- Adapting Kitchen Operations for Volume Catering Production.
- Efficient Workflow and Space Planning in Catering Kitchens.
- Batch Cooking Techniques and Holding Temperatures.
- Managing Food Preparation Schedules and Timelines.
- Quality Control and Consistency in Large-Scale Production.

Module 5: Catering Service Delivery and Event Execution

- Various Service Styles: Buffet, Plated, Family Style, Cocktail Receptions.
- Setup and Breakdown Procedures for Different Event Formats.
- Developing Detailed Banquet Event Orders (BEOs) and Action Plans.
- Staff Briefings and Task Assignment for Event Day.
- Managing Unexpected Challenges and Maintaining Service Standards.

Module 6: Financial Management and Budgeting for Catering

- Developing Comprehensive Catering Budgets: Revenue Forecasts, Expense Planning.
- Catering Cost Control Strategies: Food, Beverage, Labor, Equipment Rentals.
- Analyzing Sales Mix and Contribution Margin for Catering Menu Items.
- Financial Reporting and Performance Analysis for Catering Operations.
- Maximizing Revenue through Upselling and Strategic Pricing.

Module 7: Logistics, Transportation, and Equipment Management

- Planning for Off-Premise Catering Logistics: Venue Assessment, Site Visits.
- Efficient Transportation of Food, Beverages, and Equipment.
- Setting up Mobile Kitchens and Service Areas.
- Inventory Management for Catering Equipment (Chafers, Linens, Glassware, China).
- Maintenance and Storage of Catering Equipment.

Module 8: Food Safety, Hygiene, and Regulatory Compliance in Catering

- Implementing Rigorous Food Safety Management Systems (HACCP principles) in Catering.
- Ensuring Safe Food Handling Temperatures during Transport and Holding.
- Preventing Cross-Contamination in Diverse Catering Environments.
- Personal Hygiene and Sanitation Standards for Catering Staff.
- Compliance with Health Department Regulations and Licensing for Catering.

Module 9: Catering Technology and Software Solutions

- Utilizing Catering Management Software for Sales, Event Planning, and BEO Creation.
- Integrating Catering Software with Hotel PMS and Accounting Systems.
- Online Booking and Proposal Tools for Catering Clients.
- Leveraging Mobile Apps for On-Site Event Management and Communication.
- Data Analytics for Sales Forecasting and Performance Tracking.

Module 10: Staffing, Training, and Leadership for Catering Teams

- Recruiting and Training Skilled Catering Staff (Servers, Bartenders, Production Crew).
- Developing Cross-Functional Skills for Versatility.
- Effective Staff Scheduling for Fluctuating Event Demands.
- Leadership Skills for Managing High-Pressure Event Environments.
- Fostering Teamwork and Accountability in Catering Operations.

Module 11: Special Event Considerations and Experiential Catering

- Catering for Weddings: Specific Protocols, Traditions, and Client Expectations.
- Managing Large-Scale Conferences and Conventions: Multiple Sessions, Dietary Needs.
- Outdoor Events and Festivals: Weather Planning, Site Logistics, Temporary Facilities.
- Creating Experiential Catering: Themed Food Stations, Interactive Experiences.

- Sustainable Catering Practices: Waste Reduction, Local Sourcing, Green Event Planning.

Module 12: Post-Event Analysis and Continuous Improvement

- Conducting Thorough Post-Event Debriefs with Clients and Teams.
- Gathering Client Feedback and Online Reviews.
- Analyzing Financial Performance Against Budget.
- Identifying Lessons Learned and Best Practices for Future Events.
- Implementing Corrective Actions and Continuous Improvement Strategies.

Training Methodology

- Interactive Workshops: Facilitated discussions, group exercises, and problem-solving activities.
- Case Studies: Real-world examples to illustrate successful community-based surveillance practices.
- Role-Playing and Simulations: Practice engaging communities in surveillance activities.
- Expert Presentations: Insights from experienced public health professionals and community leaders.
- Group Projects: Collaborative development of community surveillance plans.
- Action Planning: Development of personalized action plans for implementing community-based surveillance.
- Digital Tools and Resources: Utilization of online platforms for collaboration and learning.
- Peer-to-Peer Learning: Sharing experiences and insights on community engagement.
- Post-Training Support: Access to online forums, mentorship, and continued learning resources.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.
- The course duration is flexible and can be modified to fit any number of days.
- Course fee includes facilitation, training materials, 2 coffee breaks, buffet lunch, and a Certificate upon successful completion.
- One-year post-training support, consultation, and coaching provided after the course.
- Payment should be made at least a week before the training commencement to Fineskill Training Center account, as indicated in the invoice, to enable better preparation.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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