



*Training Course:
Mastering Catering Fundamentals: From
Planning to Execution*

*3 - 14 November 2024
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Training Course: Mastering Catering Fundamentals: From Planning to Execution

Training Course code: MA235598 From: 3 - 14 November 2024 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 8400 € Euro

Introduction

Catering plays a critical role in the success of events, from corporate gatherings to private celebrations. This training program is designed for individuals new to the catering industry who seek to build foundational skills in food preparation, event planning, customer service, and operational management. Catering involves more than just providing food; it requires effective coordination, attention to detail, and the ability to manage multiple tasks simultaneously. This 10-day course will provide participants with an overview of the essential elements of catering, from menu planning and kitchen safety to client communication and event logistics.

Participants will learn the practical skills required to manage catering for different types of events, ensuring that food and service meet client expectations. The program also emphasizes industry best practices, food hygiene, and effective team coordination, providing participants with the tools they need to succeed in the catering field.

Target Audience

- Aspiring catering professionals with little or no experience
- Individuals seeking to enter the food and hospitality industry
- Event planners looking to expand their knowledge of catering
- New catering business owners or staff
- Hospitality students or recent graduates

Objectives

By the end of this program, participants will be able to:

1. Understand the key components of the catering industry and the role of caterers in event management.
2. Develop skills in menu planning and understanding dietary requirements.
3. Apply food safety and hygiene standards in a catering environment.
4. Effectively manage kitchen operations and staff coordination.
5. Plan and execute catering for various event types, including corporate, social, and private gatherings.
6. Communicate effectively with clients to understand their needs and preferences.
7. Coordinate event logistics, including setup, service, and cleanup.

8. Manage budgets and costs related to catering services.
9. Ensure a high standard of customer service throughout the event process.
10. Implement best practices in sustainable and eco-friendly catering.

Outlines

Day 1:

Introduction to Catering and Event Management

- Overview of the catering industry
- Role of a caterer in event planning and execution
- Types of events that require catering corporate, weddings, private parties, etc.
- Understanding client expectations and catering needs

Day 2:

Menu Planning and Dietary Considerations

- Basics of menu creation for various event types
- Understanding and accommodating dietary restrictions allergies, vegetarian, vegan, etc.
- How to create balanced, appealing, and cost-effective menus
- Seasonal and local ingredient sourcing

Day 3:

Food Safety and Hygiene Standards

- Key principles of food safety and hygiene
- Food storage, handling, and preparation guidelines
- HACCP Hazard Analysis and Critical Control Points in catering
- Ensuring compliance with local health and safety regulations

Day 4:

Kitchen Operations and Staff Coordination

- Managing kitchen workflows for catering events
- Assigning tasks to kitchen and service staff
- Setting up a temporary kitchen for off-site catering
- Equipment and tools needed for catering services

Day 5:

Event Logistics and Coordination

- Coordinating catering logistics for different venues
- Setting up and managing buffet stations, plated service, or cocktail receptions
- Equipment management: rentals, setup, and breakdown
- Transportation of food and supplies to event sites

Day 6:

Client Communication and Customization

- Understanding client needs and preferences
- Conducting tastings and finalizing menu selections
- Customizing services based on event size, budget, and theme
- Managing client expectations throughout the event process

Day 7:

Cost Control and Budgeting for Catering

- Creating a budget for catering services
- Cost breakdown: food, labor, equipment, and miscellaneous expenses
- Managing costs while maintaining quality
- Tracking expenses and ensuring profitability

Day 8:

Sustainable Catering Practices

- Incorporating sustainability in catering services
- Sourcing eco-friendly products and minimizing waste
- Reducing carbon footprint in food preparation and service
- Communicating sustainability efforts to clients

Day 9:

Customer Service and Event Execution

- Providing exceptional customer service before, during, and after events
- Training staff on client interaction and service etiquette
- Handling last-minute changes and unforeseen issues
- Ensuring smooth service and a positive guest experience

Day 10:

Post-Event Review and Client Feedback

- Conducting post-event reviews with the team
- Gathering client feedback and handling follow-up requests
- Improving services based on feedback and reviews
- Final reflections and Q&A

Registration form on the Training Course: Mastering Catering Fundamentals: From Planning to Execution

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