



Learn how to delight your guests with service that sizzles. Bill Hansen Training is the first company to take an in-depth approach to catering staff development. Our courses produce service excellence with a sound approach to company culture, skills training, and personal career advancement for front of the house (FOH) staff who interact with the guests, back of the house (BOH) staff that create magic behind the scenes, and management on both levels.

We Create Hospitalitarians!

MANAGEMENT COURSE - Lesson descriptions 1-13

1. **Where It All Begins** In this lesson, you begin the process of event management. Create a blueprint for a successful event by asking questions in a strategic manner. Ask the right questions to get the right answers for ultimate client satisfaction.

2. **Create Events with Confidence** In this lesson, you will acknowledge that the event theme permeates all the elements of an event: theme, design elements, colors, lighting, and the five senses. Put everyone on the same track for success.

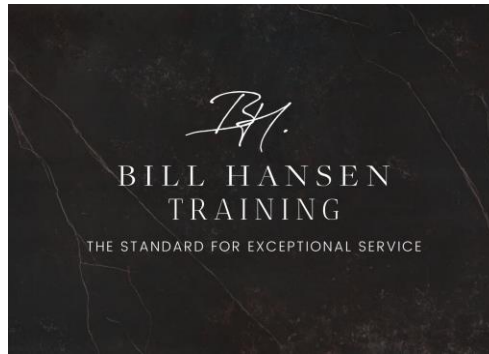
3. **Plan the Work and Work the Plan** In this lesson, you will use teamwork to create and confirm event menus, outlines, timelines, staff procedures, and production schedules for a seamless event. The emphasis is placed upon the interaction of the caterer with the rest of the event staff and basic event management principles.

4. **Evaluate for a Flawless Future** In this lesson we discuss the final event phase. It is tied directly to the research phase as the event catering professional determines if the goals and objectives identified in the research phase have been met.

5. **Who Said Wedding Were Simple?** In this lesson you will take a project management approach to successful weddings. Caterers must ask if the event is feasible and can it be conducted in a safe, healthy, and logical way to wow all the stakeholders.

6. **USA Weddings are Distinctive** In this lesson, you will determine wedding traditions, protocols, and customs in different areas of the United States. You will acknowledge the multitude of stakeholders that impact the caterer's decisions and procedures. Wedding trends will be discussed along with policies and procedures adopted by experts in the field.

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7. **Worldwide Weddings are Unique** In this lesson you will understand many global cultural and religious protocols that may require your participation. It is important for the caterer to know these important elements to be successful throughout the whole wedding process from research, sales, planning, coordination, and the final evaluation of these special celebrations of life.

8. **What About Other Celebrations of Life?** In this lesson you will look at the details in many additional celebrations impacted by the couple's union. Caterers may increase sales if they are knowledgeable of events associated with the couple's special day, from the moment they commit to each other, to the events that herald special moments in the rest of their lives.

9. **If It Is Not Written, It Is Not Said.** In this lesson, as a caterer, you will gain a better understanding of risk analysis and solutions to see the bigger picture of event management. This lesson helps you to work as a team with all the stakeholders. This lesson may be the most important for managers, but equally important to staff, as it covers a structured approach to events as well as common sense. Start right and all will benefit from your expertise!

10. **To Manage Others - Have a Plan** In this lesson, you will understand how to lead, manage, and oversee your own staff as well as temporary/partner staff whose skills may be unknown to you. Use the Production Schedule from the beginning to the end of the event to delegate tasks as you manage prep, coordination, and tear down.

11. **Load Properly or Face the Consequences** In this lesson, you will review the policies and procedures used by experts when prepping equipment for an event, loading it on to the truck, preparing for departure, and dispersing equipment at the event. Review lesson 16 to manage others in a professional, safe, healthy, and logical manner.

12. **Listen – You Will Only Be Told Once!** In this lesson you will review the policies and procedures of a leading a pre-shift staff meeting for a catered event. Be sure to take time for a Q&A for a gap analysis to produce a seamless event.

13. **Execute Flawlessly Behind the Scenes** In this lesson, you will review and confirm the event chef's duties. You may be called upon to lead a team or assist in managing the field kitchen. The event chef is really in charge of the flow and culture of the event. They execute seamless distribution of menu items to meet a challenging timeline and determine these important tasks from load to tear down.