

# Comprehensive Catering Services: From Concept to Execution

Marketing, Sales, Customer Service  
Cairo (Egypt)  
08 - 12 Sep 2025

UK Traininig

# PARTNER



## Comprehensive Catering Services: From Concept to Execution

**Ref:** 321785\_136438 **Date:** 08 - 12 Sep 2025 **Location:** Cairo (Egypt) **Fees:** 3300 **Euro**

### Course Description

This intensive 5-day Catering Services Course is designed to equip aspiring and current catering professionals with the essential skills needed to excel in the industry. From culinary techniques and menu planning to event management and business operations, participants will gain comprehensive knowledge to launch or enhance their catering careers.

### Learning Objectives

- Develop proficiency in culinary techniques specific to catering operations
- Master the art of menu planning and food presentation for various event types
- Gain practical knowledge in event management and logistics
- Understand the business aspects of running a successful catering operation
- Learn effective marketing strategies and customer service techniques

### Course Modules

#### Day 1: Introduction to Catering and Culinary Foundations

- Overview of the catering industry
- Essential culinary techniques for catering
- Food safety and sanitation practices
- Introduction to menu planning

#### Day 2: Advanced Culinary Techniques and Menu Development

- Scaling recipes for large events
- Food presentation and plating techniques
- Developing menus for different event types
- Dietary restrictions and accommodations

#### Day 3: Event Planning and Management

- Event logistics and timeline creation
- Staffing and personnel management
- Equipment and rentals
- On-site and off-site catering considerations

#### Day 4: Business Operations and Financial Management

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- Pricing strategies and cost control
- Marketing and client acquisition
- Legal and licensing requirements
- Financial planning and budgeting

## **Day 5: Customer Service and Practical Application**

- Customer service excellence
- Handling client consultations and contracts
- Problem-solving and crisis management
- Practical catering simulation exercise

## **Practical Wins for Participants**

- Create a professional catering business plan
- Develop a signature menu for various event types
- Design an efficient event management system
- Craft a marketing strategy to attract and retain clients

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