

## Catering Services Course

Marketing, Sales, Customer Service  
Geneva (Switzerland)  
03 - 07 Feb 2025

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**PARTNER**



## Catering Services Course

**Ref:** 321785\_146729 **Date:** 03 - 07 Feb 2025 **Location:** Geneva (Switzerland) **Fees:** 4700 Euro

### Introduction

This comprehensive 5-day program is designed to equip you with the essential skills and knowledge to excel in the catering industry. Whether you're a seasoned professional looking to enhance your expertise or a beginner with a passion for cooking and hospitality, this course will provide you with a strong foundation to succeed in the catering business. Throughout this course, you will learn the art of preparing and serving delectable dishes, understanding client needs, managing events, and ensuring impeccable service.

### Course Objective

1. Understand the fundamentals of catering services, including food preparation, presentation, and service.
2. Acquire knowledge of different cuisines and menu planning techniques.
3. Gain expertise in event management and catering logistics.
4. Develop communication and customer service skills to cater to diverse client needs.
5. Learn about food safety regulations and hygiene practices in the catering industry.
6. Explore marketing strategies and business development in the catering sector.
7. Enhance creativity in designing menus and unique dining experiences.
8. Implement best practices to ensure efficiency and professionalism in catering operations.

### Course Outline

#### Day 1

##### Introduction to Catering Services

- Overview of the catering industry: trends and opportunities.
- Understanding various types of catering corporate, social, weddings, etc..
- The role of a caterer: responsibilities and skills required.
- Introduction to food safety and hygiene standards in catering.
- Setting up a professional catering workspace.

#### Day 2

##### Menu Planning and Food Preparation

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- Menu planning techniques: considering client preferences and dietary restrictions.
- Exploring different cuisines and their popular dishes.
- Sourcing high-quality ingredients and working with suppliers.
- Food preparation and cooking methods for large-scale events.
- Presentation and garnishing to enhance visual appeal.

### **Day 3**

#### **Event Management and Logistics**

- Planning and organizing catering events from start to finish.
- Understanding event timelines and coordination with clients.
- Managing staff and roles during events.
- Handling catering equipment and transportation logistics.
- Dealing with challenges and unexpected situations.

### **Day 4**

#### **Customer Service and Communication**

- Importance of exceptional customer service in catering.
- Communicating effectively with clients, guests, and team members.
- Handling special requests and managing client expectations.
- Conflict resolution and handling difficult situations gracefully.
- Building lasting relationships with clients for repeat business.

### **Day 5**

#### **Business Development and Marketing**

- Marketing strategies for a catering business: online and offline approaches.
- Pricing and costing considerations for catering services.
- Creating attractive catering proposals and contracts.
- Scaling and expanding catering business.
- Exploring niche markets and unique catering opportunities.

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