

Comprehensive Catering Services: From Concept to Execution

2 – 6 August 2027
Vienna (Austria)

UK Training

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Comprehensive Catering Services: From Concept to Execution

Ref: 321785_170940 **Date:** 2 – 6 August 2027 **Location:** Vienna (Austria) **Fees:** 5200 GBP

Why This Course

The catering industry demands more than just culinary talent—it requires expertise in menu planning, event management, customer service, and business operations. This intensive 5-day program is designed for aspiring and current catering professionals seeking to elevate their skills and succeed in a competitive market. Participants will gain a practical, hands-on understanding of all aspects of catering, from food preparation to running a profitable catering business.

What You'll Learn and Practice

By participating in this course, you will:

- Master essential culinary techniques tailored for catering operations.
- Develop professional menus and refine food presentation for various event types.
- Plan and manage events efficiently, from logistics to staffing.
- Understand the business and financial aspects of running a successful catering operation.
- Apply effective marketing strategies and deliver exceptional customer service.

Program Flow

Day 1: Introduction to Catering and Culinary Foundations

- Overview of the catering industry and career opportunities
- Essential culinary techniques for catering professionals
- Food safety, sanitation practices, and hygiene standards
- Introduction to menu planning and basic recipe scaling

Day 2: Advanced Culinary Techniques and Menu Development

- Scaling recipes for large-scale events
- Food presentation and plating techniques
- Creating menus for different types of events
- Addressing dietary restrictions and special accommodations

A graphic of a chessboard with several chess pieces. In the foreground, there is a gold king piece, a silver pawn, and a silver knight. In the background, there are concentric circles and the text 'UK Training PARTNER'.

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Day 3: Event Planning and Management

- Event logistics and creating effective timelines
- Staffing, personnel management, and coordination
- Equipment, rentals, and on-site/off-site considerations
- Problem-solving during live events

Day 4: Business Operations and Financial Management

- Pricing strategies, cost control, and profitability analysis
- Marketing, client acquisition, and brand building
- Legal, licensing, and regulatory requirements
- Financial planning, budgeting, and operational management

Day 5: Customer Service and Practical Application

- Delivering outstanding customer service
- Client consultations, contracts, and relationship management
- Crisis management and problem-solving on the job
- Practical catering simulation exercise

Training Methodology

This program combines technical expertise with hands-on learning to ensure real-world relevance:

- Interactive culinary workshops and food preparation demonstrations
- Practical event planning exercises and role-playing scenarios
- Group discussions on business strategy, marketing, and client management
- Simulation exercises replicating real catering events

Beyond the Course

Participants will leave the program able to:

- Create a professional catering business plan.
- Develop a signature menu suitable for diverse event types.
- Design and manage efficient event operations.
- Implement marketing strategies to attract and retain clients.
- Deliver exceptional customer experiences while maintaining high operational standards.

A graphic of a chessboard with several pawns. One gold king piece is prominent in the foreground, with several silver and gold pawns behind it. The board is checkered, and there are concentric circles in the background.

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