

IN PERSON

COURSE



ADVANCED Catering for Non-Catering Managers

ACCM Points

CMAA Members & Affiliates

attending will earn:

12 ACCM POINTS

for the successful completion of this course

 1 day, in-person course

 www.cmaa.asn.au



Welcome back to the kitchen!

Designed to complement the catering management topics from Catering for Non-Catering Managers (Part 1).

This course completes the foodservice picture by offering additional content to further drive your Club's food offer, popularity, and profitability.

- + Do you offer a common or creative menu? Understand the language, psychology, and profitability of well written menus.
- + The Club's function and events business should be a foodservice "Gold Mine!" Learn more about menu costings, event contracts and business yield.
- + Kitchen design fundamentals for managers looks at foodservice layouts, kitchen productivity and commercial catering equipment selection. Ideal for Club's considering new equipment or undertaking kitchen renovations.
- + Why is food safety compliance so important? Do you know what is required to keep your customers (and business) safe?
- + Let's talk marketing and promotion of your food offer. Is your message getting across and are you really getting a return on investment?
- + Your on-line reputation means serious business! Does your team manage food reviews favourably and professionally?
- + The rise and popularity of food delivery platforms cannot be overlooked. Are they worth the time, effort and cost? Do you know who is what and what is best?

These questions and further topics are covered in this comprehensive 1-day course.

SUITABLE FOR:

Food and Beverage Managers, Operations Managers, Chief Executive Officers and Secretary Managers, Catering Managers, Restaurant and Event Management Staff.

PREREQUISITE:

Participants must complete Catering for Non-Catering Managers (Part 1) before undertaking this course.

CMAA Members

\$480 inc GST

per person

Non-Members

\$680 inc GST

per person

Management Level

Club Staff &
Club Managers

Delivery Method

In Person

Department

Catering



CLUB MANAGERS'
ASSOCIATION
AUSTRALIA



REGISTER TODAY

www.cmaa.asn.au

OR contact 02 9746 4199 or training@cmma.asn.au