BLACKBIRD FOR TRAINING

# Mastering Catering Fundamentals: From Planning to Execution

11 – 22 July 2027
Amman (Jordan)

UK Traininig
PARTNER



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**Ref:** 3254573_168602 **Date:** 11 – 22 July 2027 **Location:** Amman (Jordan) **Fees:** 8800 GBP

## Introduction

Catering services play a crucial role in the success of any event, and mastering the fundamentals of catering is essential for anyone looking to excel in the industry. This 2-week comprehensive course is designed to equip participants with the knowledge and skills needed to thrive in the world of catering. From catering planning to catering execution, this course covers all essential aspects of the catering industry. You will learn how to deliver high-quality services for various events, from corporate meetings to social gatherings, using the best catering management techniques and professional equipment.

## Course Objectives

By the end of this course, participants will be able to:

- Understand the key components of the catering industry and the role of caterers in event catering.
- Develop skills in menu planning, understanding dietary requirements, and maintaining high food safety standards.
- Gain expertise in managing kitchen operations, coordinating staff, and organizing event logistics effectively.
- Master professional catering techniques to meet client needs and ensure top-notch event execution.
- Apply sustainable catering practices to minimize environmental impact while maintaining quality services.

## Course Outlines

### Day 1: Introduction to the Catering Industry

- Overview of catering services and their importance in event management.
- The role of caterers in different types of events.
- Key components of catering operations and catering management.
- Understanding client needs and event requirements.
- An introduction to catering regulations and industry standards.



## Day 2: Menu Planning and Dietary Requirements

- Principles of menu planning for different events.
- Understanding dietary needs such as vegetarian, gluten-free, and allergies.
- Cost-effective menu design while ensuring variety, nutrition, and presentation.
- Collaborating with chefs and kitchen staff to finalize menu items.

## Day 3: Food Safety and Hygiene Standards

- Key food safety regulations and standards in the catering industry.
- Safe food handling practices and hygiene protocols.
- Preventing foodborne illnesses and maintaining cleanliness in food preparation areas.
- Ensuring compliance with food safety standards for both staff and facilities.

## Day 4: Kitchen Management and Staff Coordination

- Understanding kitchen operations, flow, and efficiency.
- Managing kitchen staff and delegating tasks effectively under high-pressure conditions.
- Time management for food preparation and service.
- Training and performance management for kitchen staff.

## Day 5: Catering for Corporate Events

- Special considerations for corporate catering events, such as conferences and meetings.
- Designing menus and services for corporate events.
- Managing logistics for large-scale corporate events.
- Setting up event spaces and service protocols to ensure smooth event execution.

## Day 6: Catering for Social and Private Gatherings

- Differences between corporate catering and private event catering.
- Planning menus and choosing service styles for weddings, parties, and social events.
- Client communication and customizing services for private events.
- Event décor and food presentation for social gatherings.

## Day 7: Event Logistics and Coordination

- Planning the logistics of an event from setup to cleanup.
- Managing event timelines and schedules.
- Coordinating staff roles during the event: servers, chefs, and support staff.
- Transporting food to event sites and ensuring quality service during the event.
- Post-event cleanup and breakdown procedures.



## Day 8: Budget Management and Cost Control

- Understanding the budgeting process for catering services.
- Estimating costs for different event types and maintaining profitability.
- Managing food and beverage costs effectively.
- Tracking expenses and analyzing financial performance for catering businesses.

## Day 9: Customer Service Excellence in Catering

- Key principles of excellent customer service in catering management.
- Effective communication with clients before, during, and after events.
- Handling client feedback and complaints professionally.
- Ensuring high standards of service throughout the event.
- Maintaining long-term client relationships for repeat business.

## Day 10: Sustainable and Eco-friendly Catering Practices

- Understanding the importance of sustainability in catering services.
- Best practices for reducing food waste and managing resources.
- Eco-friendly catering practices, such as sustainable packaging and sourcing local produce.
- Building a sustainable catering business model that minimizes environmental impact.

# Why Attend This Course? Wins & Losses!

- Learn to master catering techniques and event catering execution for all types of events.
- Gain a deep understanding of catering management systems to streamline operations.
- Develop practical skills in managing budgets, costs, and food safety standards.
- Learn to manage corporate and social events with ease, ensuring high-quality service.
- Discover sustainable catering practices that not only help the environment but also improve your business model.

# Conclusion

By the end of this course, you will have the skills and knowledge to execute professional catering services at the highest level. Whether you're planning an intimate social gathering or a large corporate event, you will understand the critical elements of catering management and event execution. Don't miss this opportunity to become a leader in the catering industry and apply creative catering techniques to deliver exceptional service every time. Enroll today to start your journey to becoming an expert in catering services!

