



# Catering Excellence and Event Food Service Management

**Duration:** 5 Days

**Language:** en

**Course Code:** IND10 - 117

## Objective

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

- Understand the key principles and operational structure of catering management
- Design and execute catering menus aligned with event type, theme, and budget
  - Coordinate logistics, staffing, and vendor management efficiently
  - Apply quality control and food safety standards in event settings
- Manage client relations, profitability, and brand reputation through professional service
  - delivery

## Audience

:This course is ideal for

- Catering Managers and Event Planners
- Food and Beverage Directors and Supervisors
- Restaurant and Hotel Managers
- Culinary Professionals involved in event execution
- Entrepreneurs and business owners in the hospitality and catering sector

## Training Methodology

The course combines interactive workshops, real-world case studies, and group discussions. Participants will engage in scenario-based planning, cost analysis exercises, and operational simulations to apply learned concepts in practical settings.

## Summary

This comprehensive training course explores the strategic, operational, and creative dimensions of catering and event food service management, equipping professionals with the expertise to design, plan, and deliver high-quality culinary experiences for diverse occasions.

Participants will gain deep insights into menu planning, logistics coordination, client management, and service design tailored to different event formats — from corporate functions and banquets to weddings and large-scale hospitality events. The course integrates business management skills with operational excellence, focusing on cost efficiency, food safety, and customer satisfaction to ensure seamless and memorable event execution.

## Course Content & Outline

### Section 1: The Catering Industry Landscape

- Understanding the global catering and event food service market
- Differentiating between on-premise and off-premise catering operations
- Key success factors and industry challenges
- The role of catering within the broader hospitality ecosystem

### Section 2: Menu Design and Event Planning

- Principles of menu development for diverse event types
- Adapting culinary styles to client expectations and themes
- Menu costing and pricing strategies for profitability
- Balancing creativity, logistics, and food safety

.Integrating dietary needs, sustainability, and cultural diversity •

### **Section 3: Operations, Logistics, and Resource Management**

- .Event workflow planning — from proposal to post-event review •
- .Coordination between kitchen, service, and logistics teams •
- .Vendor and supplier management for quality and reliability •
- .Equipment, transportation, and setup best practices •
- .Managing last-minute changes and operational risks •

### **Section 4: Quality Assurance and Food Safety**

- .Implementing HACCP and food hygiene standards in catering environments •
- .Temperature control, storage, and transportation of prepared foods •
- .Ensuring allergen awareness and traceability •
- .Staff training and compliance with regulatory requirements •
- .Handling customer feedback and incident management •

### **Section 5: Client Relations, Marketing, and Profitability**

- .Building client relationships and managing expectations •
- .Crafting proposals, contracts, and pricing structures •
- .Branding, marketing, and digital presence for catering services •
- .Measuring performance and optimising profitability •
- .Leadership, teamwork, and service excellence in event execution •

### **Certificate Description**

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided

Holistique Training Certificates are accredited by the British Accreditation Council (BAC) and The

CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Entertainment, Hospitality & Sports, Food and Beverage

## Tags

event management, Food Service Management, Catering Industry

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