

GLOBAL EXPERTS INSTITUTE FOR TRAINING.  
ISO 9001-2008 TRAINING PROVISION CERTIFIED

## Event and Catering Management

### Schedule Dates:

Start Date	End Date	Place
25 Mar 2024	29 March 2024	The Westin Grand Berlin

### Program Introduction:

Welcome to the comprehensive five-day training program on Catering and Event Management! This course is designed to equip participants with the essential skills and knowledge needed to excel in the dynamic and exciting field of catering and event planning.

### Program Objective:

- ✓ Provide an in-depth understanding of catering and event management principles.
- ✓ Equip participants with the skills required for effective event planning, coordination, and execution.
- ✓ Develop expertise in menu planning, food preparation, and catering logistics.
- ✓ Explore the intricacies of budgeting, marketing, and client communication in the catering and event industry.
- ✓ Foster creativity and innovation in designing memorable and successful events.

### Who should attend?

- Aspiring Event Planners
- Catering Professionals
- Event Coordinators
- Hospitality and Hotel Management Graduates

## Program Outlines

### *Day One*

#### **Introduction to Catering and Event Management**

- Overview of the catering and event industry.
- Historical perspective and current trends.
- Importance of effective event planning.

### *Day Two*

#### **Fundamentals of Event Coordination**

- Key components of event coordination.
- Role of an event manager.
- Budgeting and financial planning for events.

### *Day Three*

#### **Culinary Excellence in Catering**

- Menu planning and design.
- Food preparation and presentation.
- Dietary considerations and special requests.

### *Day Four*

#### **Marketing and Communication in Event Management**

- Strategies for marketing catering and event services.
- Effective client communication.
- Building and maintaining client relationships.

### *Day Five*

#### **Creativity and Innovation in Event Design**




- Innovative event concepts and themes.
- Incorporating technology in events.
- Case studies and practical exercises.

#### **Training Methodology:**

- Slide presentations
- Interactive discussion
- Simulations and Gamification
- Online Video material

#### **Cost Quotation in Kuwaiti Dinars**

##### **The total cost includes:**

-  Instructor(s) expenses
-  Training materials
-  Certification

**Total Cost: 1500 KD per Participant**  
( One Thousand Five Hundred Kuwaiti Dinar )