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

Event and Catering Management

Schedule Dates:

Start Date	End Date	Place
24 June 2024	28 June 2024	Hotel JAL City Tokyo Toyosu - Jaban

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)