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Food and Beverage Workshop Series “How to Adapt to Challenging Times” September 28 – 30, 2009~ Seminole Hard Rock, Hollywood, FL

Monday, September 28, 2009 ~ Working on the Bottom line

Come explore strategies to improve your F&B bottom line through purchasing and inventory control! This full day session will review management and accountability techniques for these areas, as well as discover new trends and tricks to help control cost without sacrificing quality.

8:00 AM	Registration & Continental Breakfast
8:30 AM	Welcome and Introductions
8:45 AM	Purchasing and Inventory Management
10:30 AM	Break
11:00 AM	Purchasing and Inventory Management cont'd
Noon	Lunch
1:00 PM	Tricks to save on Purchasing
2:30 PM	Tour of Hard Rock Seminole Kitchens
5:00 PM	Reception at the “Bar”

Tuesday, September 29, 2009~ Menus in Challenging Times

With consumers watching their pocketbooks, how do you get customers in the door for a reasonable price, make them satisfied and wanting to come back for more? Today we will discuss menu design and marketing and examine possible new food trends for their property. Please bring a sample menu to be reviewed. (optional)

8:30 AM	Continental Breakfast
9:00 AM	Menu Trends and Design
10:30 AM	Coffee break
10:45 AM	Food Trends- Demonstrations
Noon	Lunch
1:00 PM	Marketing & Promotions: Driving Business in Today’s Marketplace
3:00 PM	Break
4:00 PM	Special Presentation by Sara Lee Executive Chef

Wednesday, September 30, 2009 ~ Buffets and Staffing

In the morning, hear from a buffet expert discuss the buffet and strategies to make it more profitable and enjoyable. During the afternoon, attendees will examine staffing approaches during these challenging economic times. Scheduling, cross-training and payroll options will be discussed

9:00 AM	How to make Buffets More Profitable
10:30 AM	Break
10:45 AM	Buffet Food Demonstration
Noon	Lunch
1:00 PM	Handling Staffing Needs for the F/B Department
4:30 PM	Conference ends