

Graduate Programme in Catering Management with Department Rotations

Duration: 24 months

Employment: Full-time

Schedule: Monday - Friday (with occasional weekend shifts for practical experience)

Week 1 to 12 – Overview of Catering and Event Management

Week 1-4: Introduction to Catering and Event Management

- Overview of the Catering industry, including types of Catering services (e.g., corporate, weddings, large events)
- Understanding the role of a Catering Manager, Event Planner, and other key positions
- Legal, health & safety regulations, and industry standards for Catering services
- Overview of the food and beverage industry, from Kitchen Operations to Customer Service
- Introduction to costing, budgeting, and financial planning for Catering events

Week 5-8: Organisational Behaviour in Catering

- Leadership styles and team management in Catering and Event settings
- Building and leading cross-functional teams (e.g., Front of House, Kitchen, Event Staff)
- Effective communication with clients, vendors, and internal teams
- Conflict resolution and managing high-pressure situations during events
- Customer service excellence in a catering environment

Week 9-12: Sales and Marketing for Catering

- Developing sales strategies for catering services (e.g., corporate, weddings, large events)
- Creating marketing campaigns to attract and retain clients
- Understanding customer preferences and tailoring offers to meet their needs
- Social media and digital marketing in the catering industry
- Networking and relationship-building with potential clients, suppliers, and partners

Additional Components:

- **Workshops & Seminars:** Weekly or monthly sessions with industry experts
- **Networking Events:** Opportunities to meet industry leaders
- **Site visits:** Catering companies, large events, or culinary schools
- **Soft Skills Development:** Leadership, communication, sales skills, and customer service

Graduate Rotation Schedule : Department Rotations (Hands-On Training)

Month 1-3: Front of House & Event Coordination

- **Roles:** Front of House Manager, Event Coordinator, Waitstaff
- Ensuring exceptional customer service during events and gatherings
- Managing guest lists, seating arrangements, and event timelines
- Setting up and organising event spaces, including decoration and table arrangements
- Training and supervising Front-of-House staff (Waiters, Bartenders, Hosts)
- Handling customer enquiries, complaints, and requests during events

Month 4-6: Large Event Planning & Management

- **Roles:** Event Planner, Large Event Coordinator, Event Manager
- Planning and coordinating large-scale events (e.g., conferences, banquets, exhibitions)
- Working with vendors, caterers, and event suppliers to deliver seamless events
- Managing logistics, transportation, and timelines for large events
- On-site event management: overseeing staff, ensuring smooth service delivery
- Dealing with unexpected challenges and troubleshooting during events

Month 7-9: Corporate Events & Client Management

- **Roles:** Corporate Event Planner, Client Relations Manager, Event Coordinator
- Organising corporate meetings, conferences, and company events (e.g., product launches, seminars)
- Developing relationships with corporate clients to ensure repeat business
- Understanding corporate culture and tailoring events to suit clients' needs
- Budgeting and managing costs for corporate events while maintaining quality
- Evaluating corporate event success and gaining client feedback for improvements

Month 10-12: Weddings & Social Event Planning

- **Roles:** Wedding Coordinator, Social Event Planner, Event Assistant
- Planning, coordinating, and executing weddings and private social events
- Working with clients to understand their vision, budget, and needs for the event
- Managing vendor relationships for flowers, photography, music, etc.
- Handling all logistical aspects of weddings, including timelines, catering, and décor
- Providing on-site management during weddings to ensure everything runs smoothly

Month 13-15: Kitchen & Culinary Operations

- **Roles:** Chef, Sous Chef, Kitchen Assistant, Kitchen Manager
- Understanding kitchen operations, including food prep, plating, and serving
- Managing kitchen staff and ensuring proper food handling and hygiene protocols
- Collaborating with event coordinators to create menus for specific events (corporate, weddings, large events)
- Learning about food presentation, portioning, and dietary requirements for clients
- Managing kitchen inventory, ordering supplies, and minimising food waste

Month 16-18: Costing, Finance & Budgeting for Events

- **Roles:** Finance Manager, Catering Accountant, Costing Coordinator
- Learning to calculate costs for catering events, including food, labour, and venue costs
- Creating detailed quotes and proposals for clients based on event requirements
- Understanding profit margins, cost control, and pricing strategies
- Managing payments, invoices, and financial documentation for catering services
- Tracking expenses and ensuring financial targets are met

Month 19-21: Marketing & Branding for Catering

- **Roles:** Marketing Manager, Branding Specialist, Social Media Manager
- Developing marketing strategies for attracting new clients and retaining existing ones
- Social media management: creating campaigns and posts that engage clients
- Managing website content, online bookings, and email marketing for catering services
- Branding and positioning the catering business in a competitive market
- Organising promotions, events, and tastings to showcase catering services

Month 22-24: Head Office & Strategic Operations

- **Roles:** Catering Operations Manager, Business Development Manager, General Manager
- Overseeing the strategic direction of the catering company or department
- Managing day-to-day operations, including staffing, client management, and quality control
- Handling all administrative tasks, including scheduling, contracts, and compliance
- Ensuring that catering services meet both client expectations and company standards
- Developing growth strategies, expanding the client base, and exploring new business opportunities

Final Presentation (End of Programme)

- In-depth research project focused on a specific area e.g.
 - Improving guest satisfaction
 - Streamlining operations
 - Sustainability in Hospitality
- Present the final project to a Management panel and industry professionals
- Integration of learnings from all rotations into a comprehensive proposal or plan which include any:
 - Timelines (length of project or suggested implementation date)
 - Cost implications
 - Tech integrations
 - Company savings
 - People/team support