



IN PERSON

EVENT

Chef, Catering & Event Management

Summit

 Tuesday 12th - Wednesday 13th November, 2024

 CANTERBURY LEAGUES CLUB, BELMORE NSW

ACCM Points

Members will earn:

20 ACCM POINTS
for attending the Summit

This summit aims to support club management, chefs, catering and event professionals by learning of best practice approaches to a number of catering and event challenges faced by many Clubs.

Learn from some of industry's most experienced and respected operators offering proven solutions that you can implement into your operation with immediate effect.

The summit is unique in delivery with two streams of education being offered concurrently, providing choice for Clubs to bring multiple staff from different areas of the business.



HOSTPLUS

CMDA
PLATINUM SPONSOR



Club Managers' Association Australia

www.cmaa.asn.au

OR contact 02 9746 4199 or training@cmma.asn.au

Timetable

Tuesday, 12 November

6:30pm – 9:30pm
Optional Welcome Dinner
CANTERBURY LEAGUES CLUB

Wednesday, 13 November

8:00am
Doors Open

8:30am – 4:30pm
Conference Sessions

Speakers may change prior to the event date

Investment

+ Optional welcome dinner on Tuesday night

\$100 + GST

+ Summit Sessions & Catering

Members

\$480 + GST

Non-Members

\$680 + GST

Register at www.cmaa.asn.au/events

Accommodation Near Belmore

Lakemba Hotel
146 Haldon St,
Lakemba
02 9759 3022

Rydges Camperdown
9 Missenden Rd,
Camperdown
02 9516 1522

Travelodge Hurstville
6 Cross St,
Hurstville
02 9171 2555

Keynote Speaker



Chef John McFadden
2 X WORLD SEAFOOD CHAMPION



Wednesday, 13 November

Session 1: Open Keynote Speaker

8:30am –
9:30am
(60 mins)

JOHN MCFADDEN

Internationally acclaimed Australian Chef John McFadden was awarded World Seafood Champion 2022 & 2023 at the World Food Championships. John McFadden will share his journey from Hamilton TAFE to the world stage and demonstrate why food must be the reason for foot traffic in your club. The value in encouraging your kitchen team to participate in culinary competitions and why industry must engage cookery apprentices. John has lead many kitchen teams to success and he will provide guidance for Head Chef on best practice tips for mentoring the next generation of cooks & chefs. What does being a great leader of the kitchen brigade look like, Club Managers will learn what to look for in a highly productive, professionally run kitchen.

Stream Chef BOH

Stream Event Manager FOH

9:30am –
10:15am
(45 mins)

Session 2: **Back of house tour for chefs**

Session 2: **Front of house tour for event managers**

Morning Tea 10:15am – 10:30am (15 mins)

10:30am –
11:30am
(60 mins)

Session 3: **Better systems for a more productive kitchen**

Paul Rifkin

Chef Paul Rifkin will guide delegates through the best processes to serve volume food, plated meals for 300+ pax and buffet function service. What systems can be adopted for organised a la carte service and what happens with 'all club' orders when the dining room extends beyond the bistro and into the lounge area and sports bar? Do Clubs really need QR code menus and convenience ordering to work alongside traditional table menus and how can club manage the increased order volume? From docket printers to order monitors – can efficiency be improved through technology? These questions and more will be answered by Paul.

Session 3: **Functions & special event co-ordination – how to convert event leads from enquiry to execution**

Katie Abrahams - The Gallery at Gosford RSL Club

When event sales staff walk a potential client through an empty function room, how do you sell what the client cannot see? Conducting thorough site inspections can be a critical element to success so what are the touch points for better engagement? What can aspiring event coordinators learn from seasoned event managers? Improving communication and negotiation skills is a great place to start with the aim of not letting the client go cold. Learn from experience how offering 'add-ons' to win the business, that are attractive to the client and really do not cost the Club money. The importance of 'building the event order' and not missing any details so the Club is in a position to exceed their client's expectations.

11:30am –
12:30pm
(60 mins)

Session 4: **Getting more out of your function equipment**

Paul Terzis

Paul Terzis from Commercial Kitchen Company will provide managers and chefs with the best equipment options for modern kitchens. For BOH areas – from combi ovens and smart cooking centres to cook / chill options and the latest equipment to help smaller kitchens work more efficiently. For FOH areas Paul will explain the systems for more effective service and best operational practice and demonstrate why getting your function coffee service right can be a 'deal maker'.

Session 4: **Understanding what terms & conditions should be in your events contracts as minimum inclusions**

Tony Johnston

Tony Johnston from Piggot Stinson Lawyers will discuss what should be included in every contract between the function client and the Club. The importance of Indemnity, Force Majeure, Photo Release and cancellations of events by the club clauses will be discussed to help Clubs mitigate exposure to unwanted claims. What happens when a guest of a client causes damage to Club property during an event? What is the best way to manage this situation after the event? If you are a smaller Club with only one function room, what grounds does the club have if no T&C's are in place?

These matters and more will be explained by our experienced industry lawyer and colleagues.

Lunch 12:30pm – 1:15pm (45 mins)



1:15pm –
2:15pm
(60 mins)

Session 5: Reduce costs with better rostering – the chef’s and manager’s constant headache

John McFadden

John McFadden joins us once again to discuss how effective rostering of kitchen staff can make the kitchen more cost effective. Small and large clubs can often struggle with the continual battle of lowering wage costs and some managers do not understand how rostering is a combination of skills, menu, service style, equipment and kitchen layout. So how do you best roster sections in the kitchen and most importantly allow for prep work? John will demonstrate the importance of designing menus that share workload evenly throughout the kitchen and illustrate how menu size impacts roster levels.

Session 5: The latest theming trends for events

Event Staging Co

Does your client want a themed event, but you don’t where to start, theming companies can assist and our speaker will explain the options available for partial or whole event staging. How does the importance of good AV, using start of the art presentation methods, provide a point of difference for your Club and makes the client choose your venue? What are the latest theming trends and what is available to different demographics of your customers. From staging wedding receptions to theming conference dinners, learn how to sell the dream to the client. How can a club, with limited resources, provide theming on a budget? What options are available and should a club own minimal theming props – if so, what items?

2:15pm –
3:15pm
(60 mins)

Session 6: Menu costing & pricing – how the experts work

Ken Burgin

Leading industry consultant and food educator Ken Burgin will explain the best practice to use when setting the selling price of your club menus. The importance of really understanding every cost component of your food budget and how COGS and GP KPI’s can be used to measure performance. Clubs have become leaders in the hospitality world for two-tier pricing, learn why it is important to offer members something special on the menu! Ken will also explain why bistro promotions and ‘giving away your food’ will murder your GP and put pressure on Chef’s KPI’s.

Session 6: Premium events deserve premium staff – improving the service standards of your events

Bill Shirley

Leading industry trainer Bill Shirley will explain how best practice in function service will exceed client expectations. What really is table etiquette and how can the order of service be improved at your Club? Bill will explain the value in conducting detailed pre-event briefings, improving communication for better results and the importance of discussing matters in post-event briefings when things don’t go to plan. What are the tips in managing the client relationship and how to drive standards to build reputation.

Afternoon Tea 3:15pm – 3:30pm (15 mins)

3:30pm –
4:30pm
(60 mins)

Session 7: Kitchen design and workflow considerations

Bruce Fathi

Bruce Fathi from Hexa Design is responsible for designing modern kitchen and catering workspaces for hospitality clients. Learn about efficient workflow design and how poor functionality increases wage costs. How building faster service through linear workflow can be achieved with good design and what practices are ‘on trend’ when renovating your kitchen. Considering a kitchen upgrade, Bruce will explain what legislative requirements must be considered when renovating and how kitchen design is a specialised field that should not be just left to the architects.

Session 7: Case studies of Clubs doing innovative events and marketing to a broad demographic

Club Event Manager & Marketing Panel

Hear from selected event and marketing managers from award winning Clubs on a wide range of topics to improve your event offer. Learn how to market your event facilities in the same competitive space and how important is social media in selling experiences to clients, especially the wedding market. What are the ‘tricks of trade’ for large event turnarounds being conducted in the same room and how do clubs with multiple function spaces manage yield. Our experienced panel will discuss the weekday event business – what works and what events make the most profit for your club? There is an art to managing last minute events (such as celebrations of life) so what is best practice to ensure everything is covered in a timely manner and above all else, professionally? Where are the most seasoned event coordinators being recruited from and is it better to train from within or bring in new talent?