

Chapter 14 Outline

- The Catering Department
 - Catering Department Personnel
 - The Marketing Plan
- Catering Sales
 - Catering Promotions
 - Developing Leads
 - Selling to Clients
 - Planning the Function
 - Managing the Function
 - Following Up Accounts
- Other Food and Beverage Sales
 - Creative Refreshment Breaks
 - Hospitality Suites
 - Receptions
 - Special Functions
 - Off-Premises Catering
- Meeting Room Sales
 - Types of Meeting Rooms
 - Meeting Room Setups
 - Booking Meeting Rooms
 - Managing Meetings
- Conclusion

Competencies

1. Identify the duties and responsibilities of positions typically found in a hotel catering department, and describe the department's marketing plan development. (pp. 539–549)
2. Describe catering promotions and summarize how salespeople develop leads and follow up inquiries in building business for the catering department. (pp. 549–554)
3. Describe sales strategies and procedures for selling to catering clients, explain how catering functions are planned and managed, and identify ways the catering department can follow up accounts. (pp. 555–567)
4. Explain how food and beverage functions other than banquets can increase catering department revenues. (pp. 567–575)
5. Summarize issues involved in meeting room sales, including types of meeting rooms, meeting room setups, how meeting rooms are booked, and how meetings are managed. (pp. 575–580)



Insider Insights

Gus Moser, Director of Catering
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“A catering career is diverse, with clients booking everything from early-morning breakfasts and sales meetings to late-evening receptions. And there’s the ever-increasing market for special events, which range from boxing matches to concerts. A catering director must be able to adjust to different clients from appointment to appointment—switch from the hard-driving sell required for a meeting planner or a training director, for example, to the gentler approach necessary for a nervous bride-to-be. The client that genuinely trusts the catering director and his or her staff will generate much-needed repeat business.”