

Chapter 12 Outline

Selling Banquets and Catered Events
Markets
Sales Strategies
The Offer
Booking and Planning Events
The Function Book
Contracts or Letters of Agreement
Function Sheets
Getting Ready for Service
Setting Up Function Rooms
Scheduling Staff Members
Preparing, Plating, and Storing Food
Delivering Service
Food Service
Beverage Service
Protocol for Special Banquets and
Catered Events
After Service
Controls
Guest Comments
Using Feedback in Planning

Competencies

1. Describe how banquets and catered events are sold—through identifying markets, employing sales strategies to sell to prospective clients, and making offers. (pp. 453–466)
2. Explain how banquets and catered events are booked and planned, and describe function books, contracts or letters of agreement, and function sheets. (pp. 466–470)
3. Summarize how banquet and catering operations get ready to provide service to clients during an event, from setting up function rooms to scheduling staff members and preparing, plating, and storing food. (pp. 470–479)
4. Describe different styles of food service; explain various beverage payment plans for banquet / catered event clients; list examples of protocol issues that banquet and catering staff members must be aware of; and describe “after service” issues for banquets and catered events, including controls, gathering guest comments, and using guest feedback in planning. (pp. 479–489)