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A Meeting Planner's Guide To Catered Events



Synopsis

Food and beverage is the largest portion of a meeting budget, but most meeting and event planners have no formal background in purchasing and managing this expense. This guide helps event, meeting, and convention planners save money, negotiate contracts, deal with catering managers, and successfully manage the food and beverage aspect of their event. Covering everything from styles of service to on-premise and off-premise considerations to food and beverage contract negotiation, this book is a comprehensive and accessible reference for event planners and students.

Book Information

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Customer Reviews

A great resource for both caterers and event planners! This was a textbook in my class (I was the student) and it was a great guide!

Great book...lots of great ideas for catered events. I believe any event planner or anyone planning an event for a wedding, birthday or church event etc....would benefit from this book. Very helpful!

Fantastic work. I love this and have recommended it to a few of my colleagues.

the information is very vague, it is not for people starting in the industry

educational

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