

Club Café Operations Workshop



For café supervisors, catering managers, contractors & key café staff.

Is your cafe fast and fresh, or slow and old-fashioned? Club patrons now expect much more from a coffee shop: McCafe & Gloria Jeans have set a new standard.

This practical workshop will show how to offer faster and more profitable service.

Course content includes:

- Organising workflow for faster service and shorter queues
- Coffee equipment setup, maintenance and use
- Equipment selection - making the right choice for volume and usage
- Choosing the right suppliers – how to negotiate a good deal
- Modern café design – quick changes to improve the appearance
- Choosing and training the right staff for the job, including barista skills
- Selling the right coffee to all generations – older, younger and seniors
- Better beverage menus: how to add profitable new products to the mix
- Better food menus: designing for taste, speed and ease of preparation
- Menu design principles: layout tricks that influence sales
- Food Safety in the café – making it a daily priority
- Cost Control and Gross Profit – how to monitor and improve the figures

Presented by Ken Burgin & Bill Shirley of *Profitable Hospitality*

Workshop includes notes, resource website, refreshments and lunch

CMAA Members receive 12 ACCM activity points for this event

Location: CMAA Training Centre, Auburn

Date: Tuesday 7 April 2009, 9.30am – 4.30pm

Cost: \$255 per person for CMAA members or Associates, \$295 for others

BOOK NOW with the enrolment form on the next page >>>



**PROFITABLE
HOSPITALITY**



Club Café Operations: REGISTRATION FORM

NOTE: Full or Partial completion of this form is taken as acceptance by those people listed &/or authorising this form, of the CMDA Booking & Cancellation Policy shown below.

Course Title: _____

Course Venue: _____ Course Date: _____

Name: _____ Position/Title: _____

Mobile No: _____ Email: _____

CMAA Membership/ CMDA Student #: _____ Date of Birth (Optional): _____

OPTIONAL: Rate your current level of mathematics ability: <input type="checkbox"/> Above Average; <input type="checkbox"/> Average; <input type="checkbox"/> Below Average Would you require any assistance from the CMDA: <input type="checkbox"/> YES; <input type="checkbox"/> NO	OPTIONAL: Rate your current level of written English comprehension: <input type="checkbox"/> Above Average; <input type="checkbox"/> Average; <input type="checkbox"/> Below Average Would you require any assistance from the CMDA: <input type="checkbox"/> YES; <input type="checkbox"/> NO
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Club/Company: _____

Club/Company/Private Address: _____

Postcode: _____

Phone: () _____ Fax: () _____

Authorised by: _____

Position/Title: _____ Email: _____

Email addresses will be used to provide updates on CMDA Training & confirmation of your registration. Do you wish to receive updates: Yes/No

Return your completed registration form with payment to:

Club Management Development Australia
PO Box 845 Auburn NSW 1835
Ph: (02) 9643 2300 Fax: (02) 9643 2400
Email: training@cmaa.asn.au

Total Payment: \$ _____

Find my cheque enclosed or debit my credit card.

Visa / MasterCard / Bankcard Expiry: _____

Name of Cardholder: _____

Card Number: _____

Signature: _____

CMDA Booking, Cancellation & Refund Policy:

1. Places are allocated in order of receipt of registration form and payment of fees. Payment is required prior to class commencing or position cannot be guaranteed.
2. Written cancellation received more than seven days prior to the commencement of the course will be subject to an administration fee of **\$25** per person. Written advice should be directed to the Training Course Administrator.
3. No refund will be given for cancellations received within seven days of commencement of the course.
4. If no written cancellation is received prior to the course, & the participant does not attend on the day(s), then the participant or the authorising club or company are liable for full course fees.
5. Transfer of course registration more than seven days prior to course commencement will be subject to an administration fee of **\$25**. Written advice should be directed to the Training Course Administrator.
6. Transfer of course registration within seven days prior to course commencement will be subject to an administration fee of **50%** of full course fee (a medical certificate or statutory declaration is the only exception within two weeks of course commencement). Written advice should be directed to the Training Course Administrator.
7. If a participant cannot attend, a substitute can attend in their place. Written notification is to be directed to the Training Course Administrator.
8. The CMDA reserves the right to cancel or postpone a course in the event of unforeseen circumstances or insufficient numbers.
9. If a course is cancelled participants will be booked onto the next available course, or you may request a full refund at no cost.

CMDA Privacy Policy: The CMDA is committed to protecting your privacy & the confidentiality of information provided to us as per the Privacy Act 2001. The information you provide is necessary for the processing of your registration & updating your current records with us. The information will be used to contact you regarding registrations & cancellations, a range of current & future development opportunities, & other prospective events that may be of interest to you.

Information provided by you will only be disclosed to a relevant third party as a part of the registered training organisation TQS requirements. Students may opt out of receiving marketing material by contacting the CMDA Training Course Administrator & requesting to 'unsubscribe'.