



Steps Companies are Taking to Rebuild and Strengthen Their Teams Post-Covid

Sponsored by:



April 12, 2021

UPCOMING SESSIONS

Upcoming Session

Zoom into Spring with the ICA Annual Meeting

Tuesday, April 27 4-6pm ET

CATIE finalists will be announced during this session

This is an ICA virtual event not to be missed

Register for all upcoming sessions on the ICA homepage.

www.internationalcaterers.org



SPEAKERS

FRANCISCO CHRISTIAN
MANAGING PARTNER
TAYLOR HOSPITALITY SOLUTIONS

JENNIFER PERNA
PRINCIPAL
FULTON MARKET CONSULTING

“REBOUND WITH FRANK AND JEN”

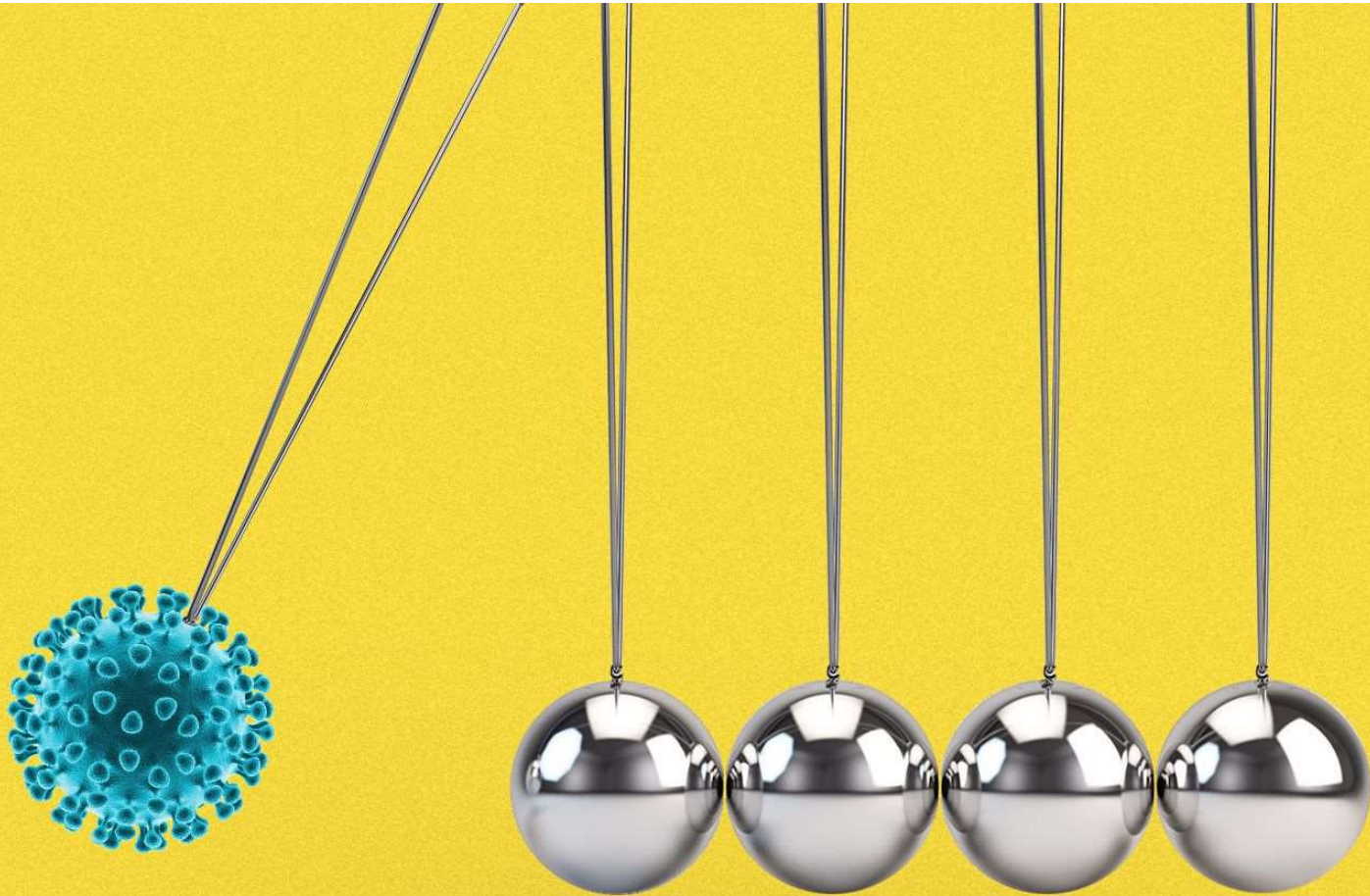
“CATERING CHRONICLES”



DISCLAIMER

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- We are in an unprecedented time in history and the information available to us is changing rapidly. Please refer to our most current presentation for education.
- Information provided is based upon our best judgement about what we know at this time. However, key questions remain about how to implement this program.
- The International Caterers Association (ICA) does not accept liability as it relates to the timeliness or content of the information we are sharing today or may share in the future (and we are under no legal duty to update any such information or recommendations)
- We encourage you to check in with your attorneys, CPAs and financial advisors for additional insight.



STEP #1

Confirm Your Company's Products & Services, Mission Statement, Brand and Message



FINISH

CRISIS

PROBLEMS

TAXES

COMPETITION

LOBBY

IDEAS

CHALLENGE

START

STEP #2

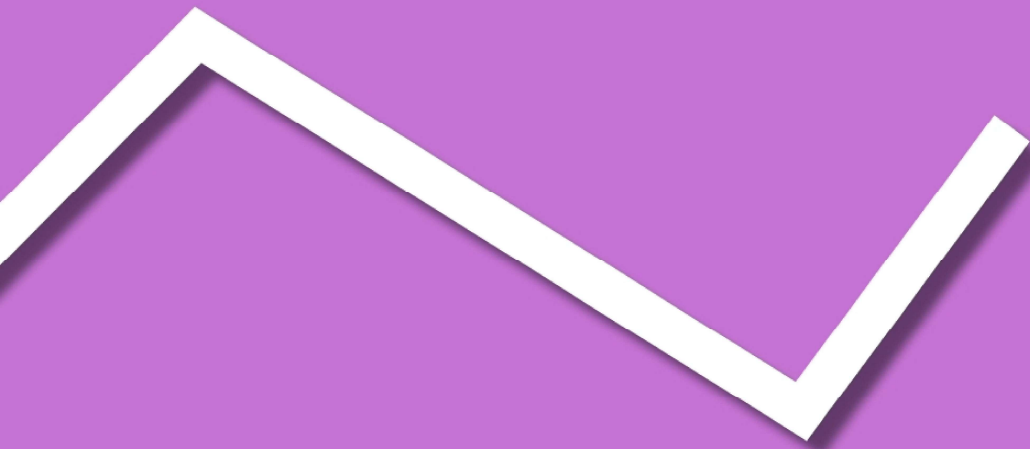
Identify Your Leadership and Management Teams



STEP #3

Determine Three, Six and Twelve-Month Revenue Targets

REVENUE



STEP #4

Assess and Continue to Employ a Productive Sales Team



STEP #5

Finalize Your Necessary Operations and Production Team





Instawork





When people ask how long we have worked together.....This Long!

Jennifer Perna

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