



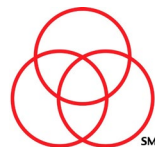
Welcome



Where and How To Find Event Staff In A Post COVID World!

**Webinar
May 19, 2021**

**Presented by
Roy Porter
Activities Director
Engage Works
Los Alamitos, CA**



Thank you to our sponsor Instawork!



Where businesses and
talent find each other

[Instawork](#)



Questions or clarification on this presentation.
Send an email to: tablewizard1@gmail.com

Post COVID Pandemic...



Business is returning and previous staff is not...

What to do?

Desperate times call for unusual tactics...





Build from the past and move forward!



What Is The Secret to Hiring?

What Is The Secret to Hiring?

Secret: “Hiring Is A Numbers Game” — Roy’s Rule #14

Pointers:

- > All year long.
- > Be Consistent.
Incremental lifts improve the %!
- > Create System and Processes. **Tip:** Dedicated Hiring Only Email Acct.

* Hire for Character. Train for Skills!

Warren Buffett said, “In looking for people to **hire**, you look for three qualities: integrity, intelligence, and energy. And if they don't have the first, the other two will kill you.” It's easier to **train** a person of good **character** to do a job well than to develop **character** in a skilled but unprincipled employee.



Paradigm Shift in Employee Thinking...

par·a·digm shift

/ˈperəˌdɪm ʃɪft/

noun

1.a fundamental change in approach or underlying assumptions.

Issues

- > Generous Unemployment
- > Health Concern @ Higher Risk
- > Industry Volatility and Uncertainty
- > More Stable Opportunities
- > Cost of Living Increasing
- > Compensation; Predictive Scheduling Penalty, CA SB 93 (Right to rehire)
- > Career Choice



Employers need to think also!

“Culture eats strategy for breakfast.” – Peter Drucker

Attitude & Culture

What business are you in?



Employers need to think also!

Attitude & Culture Shift

“People Development Business!”

Food and events - pay the way!

“People come to work to improve the work they do, and themselves!”

Dealing with a slacker: [When You're Stuck Working with a Slacker \(hbr.org\)](http://hbr.org)





Compensation and Benefits

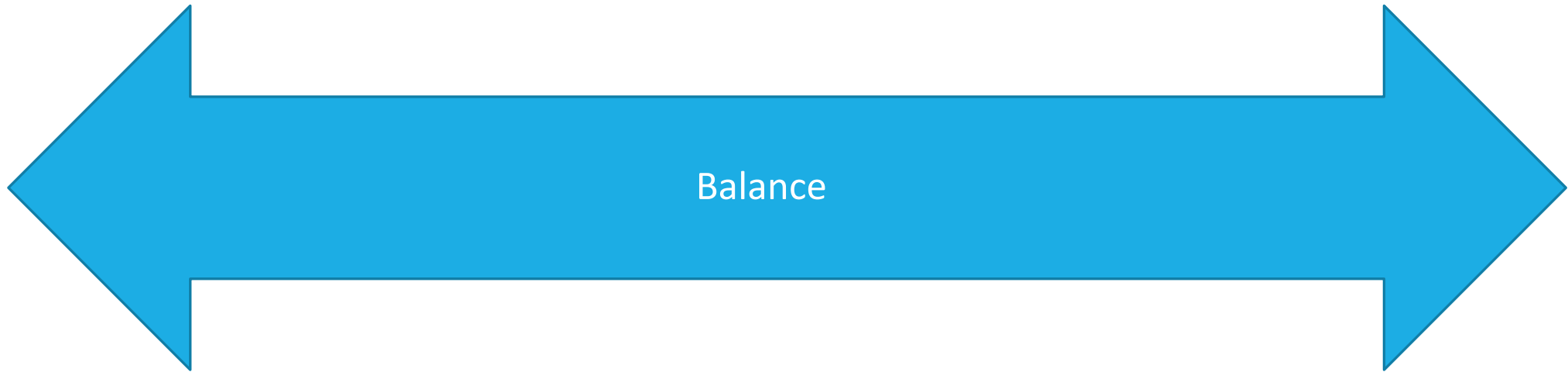
- + Review what you have.
- + Look for creative appealing benefits to add and Improve!

Amazon's average starting wage is around \$17 per hour, and the company is offering hiring bonuses of up to \$1,000.

The hiring is driven by the ongoing demand for home and office delivery that has been increased by the pandemic, he said.

New employees will be able to get on-site voluntary vaccines, and the company is offering a \$100 benefit to any new hire who comes to Amazon already vaccinated for Covid-19.

The company offers full-time employees 401(k) matching retirement savings and paid parental leave. Amazon also offers employees access to its Career Choice program, which pre-pays 95% of tuition for courses in high-demand fields. Those fields include aircraft mechanics, computer-aided design, machine tool technologies and nursing, among others, Van Chau said. The employees can pursue those careers at Amazon or elsewhere. Amazon also works in partnerships with career colleges and community colleges for that training.



Money (Hard) Vs. Attention (Soft)

Compensation Considerations...



Perceived Value = WIFM? (What's In it For Me)



“Some people think design means how it looks. But of course, if you dig deeper, it’s really how it works.”

STEVE JOBS

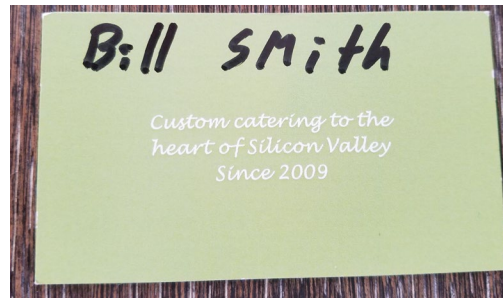
User Experience “AKA” UX

Incentive To Staff For Getting Business!

When a guest asks “Who is the caterer?”
Script out the reply.



Front Side:
Sales Rep. Name



Back Side:
Staff personal name
Call the office, request Rep.
“I look forward to serving you again!”

“Every event is an audition for another event!”

-Roy’s Rule #2



Reward:
Work the event
\$50 - 100.00
After Agreement is Signed



Recognition:
Public Meeting
Email to all staff





401K Contribution – Tax Benefits

Compensation Considerations...



Health Insurance

Compensation Considerations...



Tip Pooling Policy Home Work & Further Reading

[Final Rule: Tip Regulations under the Fair Labor Standards Act \(FLSA\) | U.S. Department of Labor \(dol.gov\)](#)

[Thanks for the Tip: U.S. DOL's Proposed Rule and Potential Enhanced Availability of "Tip Pools" - Ward and Smith, P.A.](#)

Compensation Considerations...



English as a Second Language



Approved Education - Reimbursement

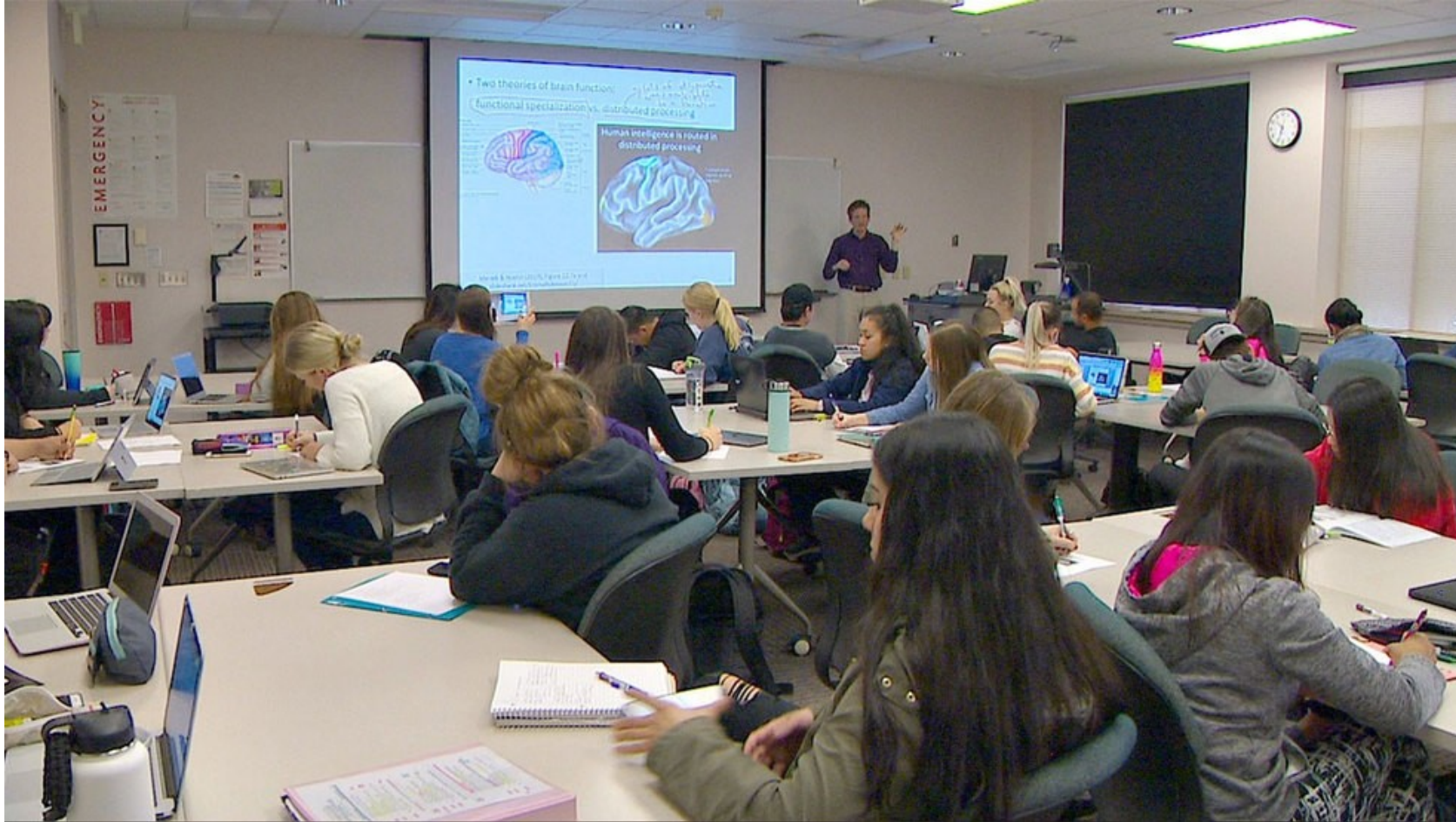
- > ESL (English – Spanish as a Second Language)
- > Culinary Trade School Special Programs
- > Beverage Training; Spirits, Beer, Wine
- > Conferences, Trade Shows

Compensation Considerations...



Bonus – Performance Based Profit Sharing

Compensation Considerations...



On line Sessions

Training - Coaching for Skills, Improvement & Advancement

Compensation Considerations...



Nice restaurant
for special occasion!

Gas, Movie, Restaurant Gift Cards = Recognition

Compensation Considerations...



Paid Time Off; Personal Time Off, Vacation & Holiday Pay

Compensation Considerations...



Warehouse Teams

4 days @10 = 40 M-T

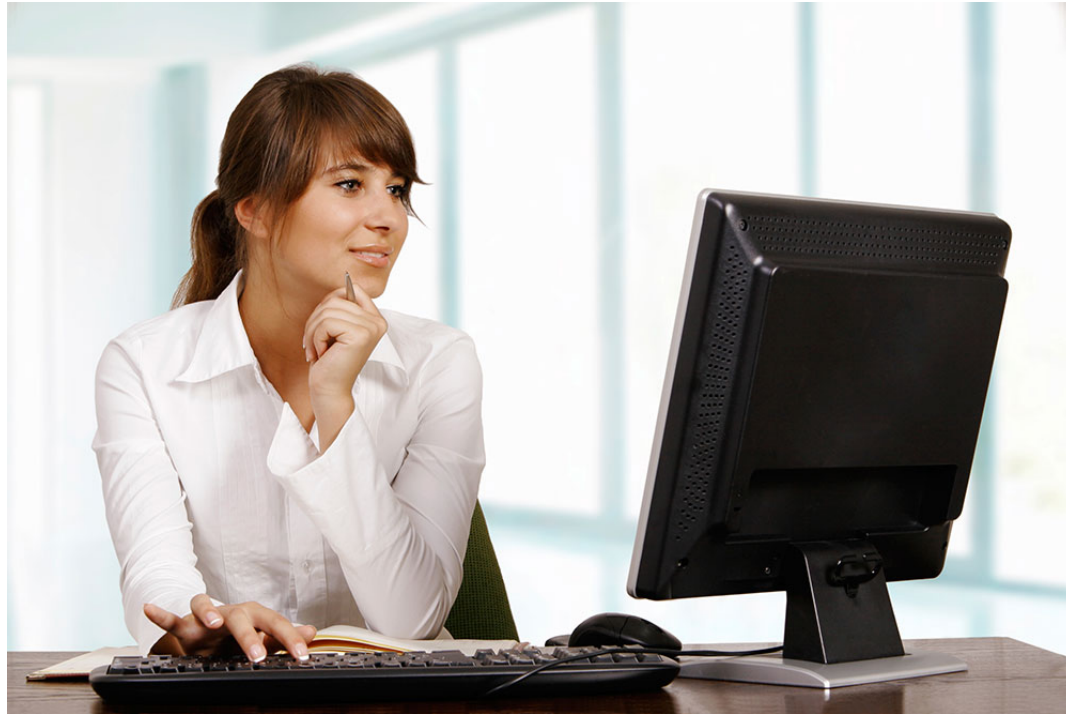
4 days @10 = 40 S-W

3 Days @ 13 = 39

6 Days @ 6.5 =39

Flexible Schedules

Compensation Considerations...



Event Supervisors, Captains & Leads

Paid to review digital Event Documentation

Remote Work

Compensation Considerations...



Paid in Crypto Currency

“Leadership often starts in the bathroom.” - Roy’s Rules #14



What does this say to employees?

Pay Attention to Your Staff!

Read: Hawthorne Studies

Create and nurture a lean working environment

Lean = “Add or improve value and eliminate waste”

**“How you treat the staff is how they
will treat clients and guests!”** –Roy’s Rule #7

+ Anniversary; Work, Wedding.

+ Birthdays

+ Public Recognition for Performance and Improvements

+ Personal Interest in them

+ Family Meal

Intermission...



State of Affairs

 KING 5

Washington restaurants face staffing shortages as they plan for reopening

According to the Washington Hospitality Association, the restaurant industry in Washington state is 100,000 workers short of what it was pre- ...

1 day ago

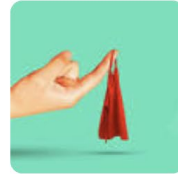


 Axios

America scrambles for restaurant workers

All of this is contributing to a nationwide hospitality worker shortage as the economy opens back up. By the numbers: The pandemic wiped out ...

4 weeks ago



 Philadelphia Inquirer

Unemployment remains high, yet many businesses say they can't find enough workers

And the difficulty finding labor is not limited to low- or mid-wage jobs, with companies ... said it's unlikely the United States is facing a labor shortage. ... to accept a job offer from a restaurant or hotel would get a \$300 bonus.

2 weeks ago



 The Washington Post

As his restaurants' customers return, a Miami chef is missing a critical ingredient: Workers

A nationwide shortage of restaurant workers is emerging as one of the ... and hospitality management, he said simply, "I call her the unicorn.

1 week ago




 Sun-Sentinel

South Florida restaurants close due to low staffing

"I'm not about to let staff shortages destroy what I've built here." ... for workers they're offering up to \$400 'signing bonuses' | PHOTOS ».

3 days ago



 Tampa Bay Times

Lots of jobs, few hires: Labor shortage puts Tampa Bay restaurants in a pinch

The average national hourly wage for nonsupervisory leisure and hospitality workers rose from \$14.91 in February 2020 to \$15.68 in April, ...

5 days ago



 Q13 FOX

'We can't find people anywhere:' Washington restaurant owners face staffing shortage

... anywhere:' Washington restaurant owners face staffing shortage ... state reopening plan, according to the Washington Hospitality Association ...

4 days ago



 Boston Magazine

Boston Restaurants Are Reopening, But a Staffing Shortage

...

In the end, like a lot of hospitality workers who did significant ... he also thinks the shortage will only accelerate reckonings in the hospitality ...

2 weeks ago



Hospitality Businesses React

QZ Quartz

Chipotle, Taco Bell and Wawa are offering perks to lure workers

The reasons for the employee shortage range from childcare ... Jobs postings on Marriott's website show one-time signing bonuses, including ...

6 days ago



WSJ The Wall Street Journal

Restaurants Serve Up Signing Bonuses, Higher Pay to Win Back Workers

Puck said in an interview that expanded unemployment benefits and new options like personal chef gigs are contributing to staffing shortages at ...

3 weeks ago



F Forbes

Could Covid-19 Worker Shortages Create A \$15 Minimum Wage—Even Without A New Law?

“For employers looking to staff up, offering a livable wage and benefits ... are now attempting to staff back up—like retail, hospitality, and leisure.

3 days ago



A The Age

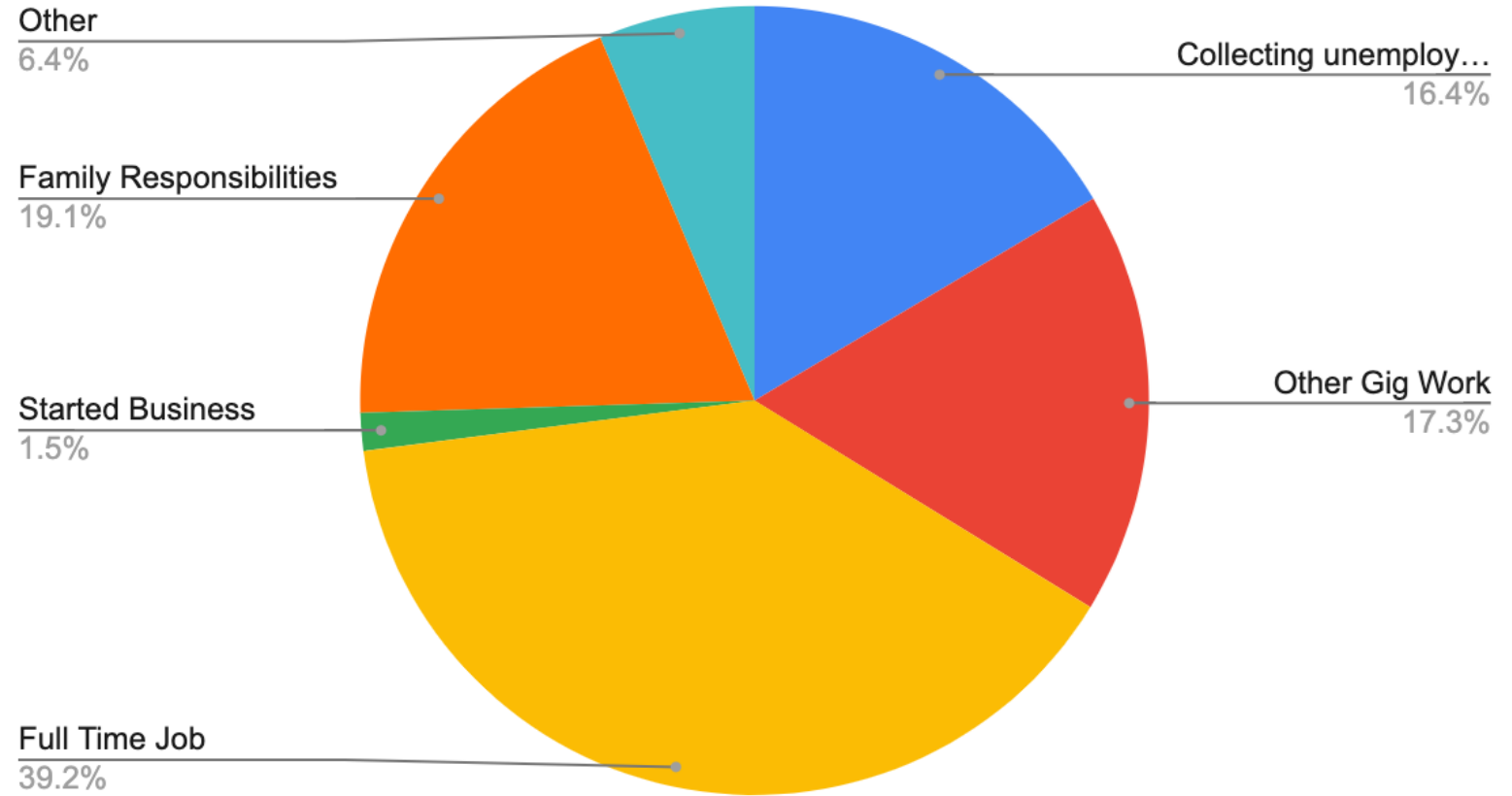
Sunday closures, \$10k sign-on bonuses: hospitality industry battles staff shortage

... staff shortage forces hospitality owners to cut back on their trading hours. The closure of international borders due to the COVID-19 pandemic ...

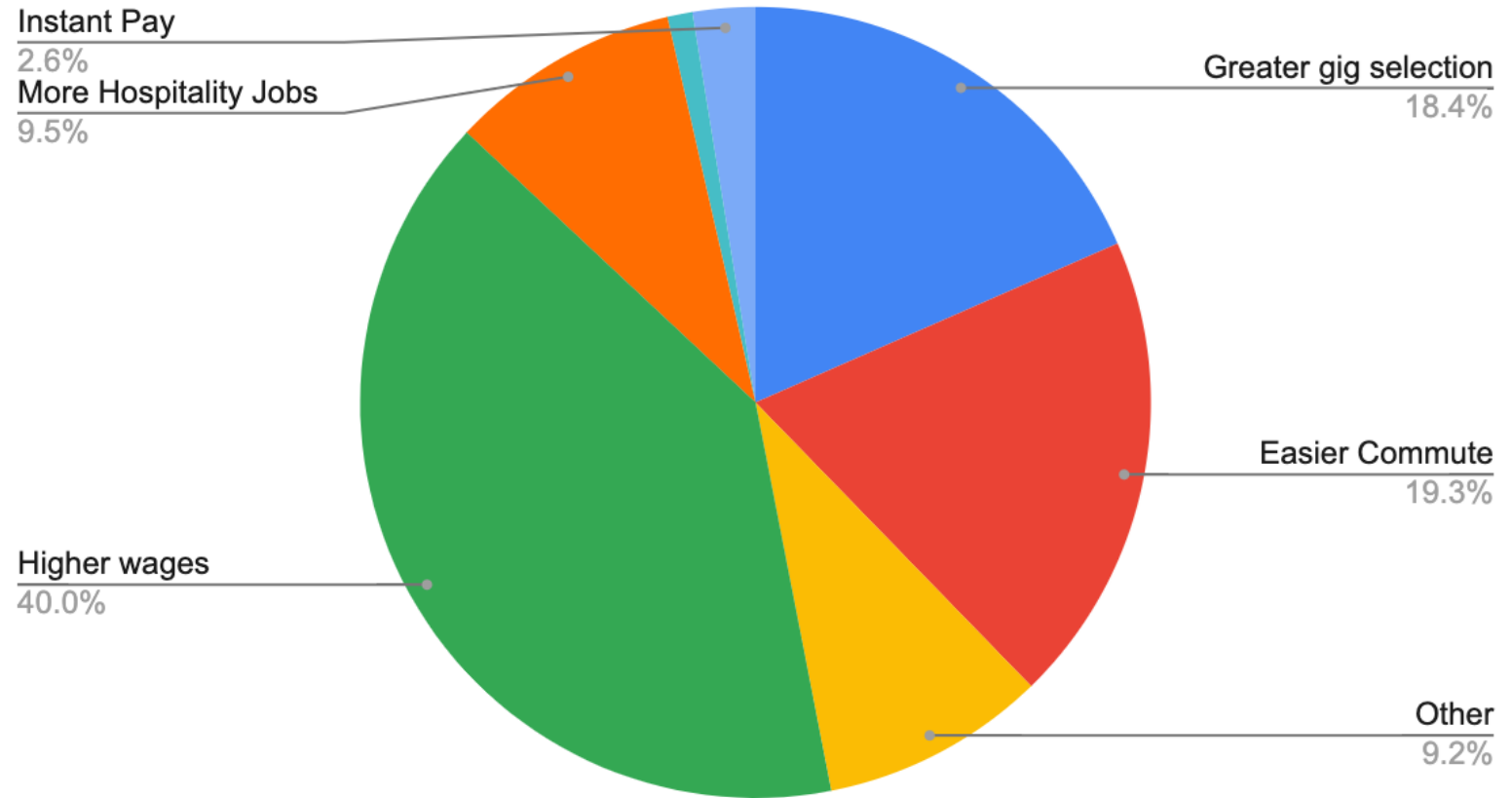
5 days ago



Why have you not come back to Instawork?



What would get you to work with Instawork again?

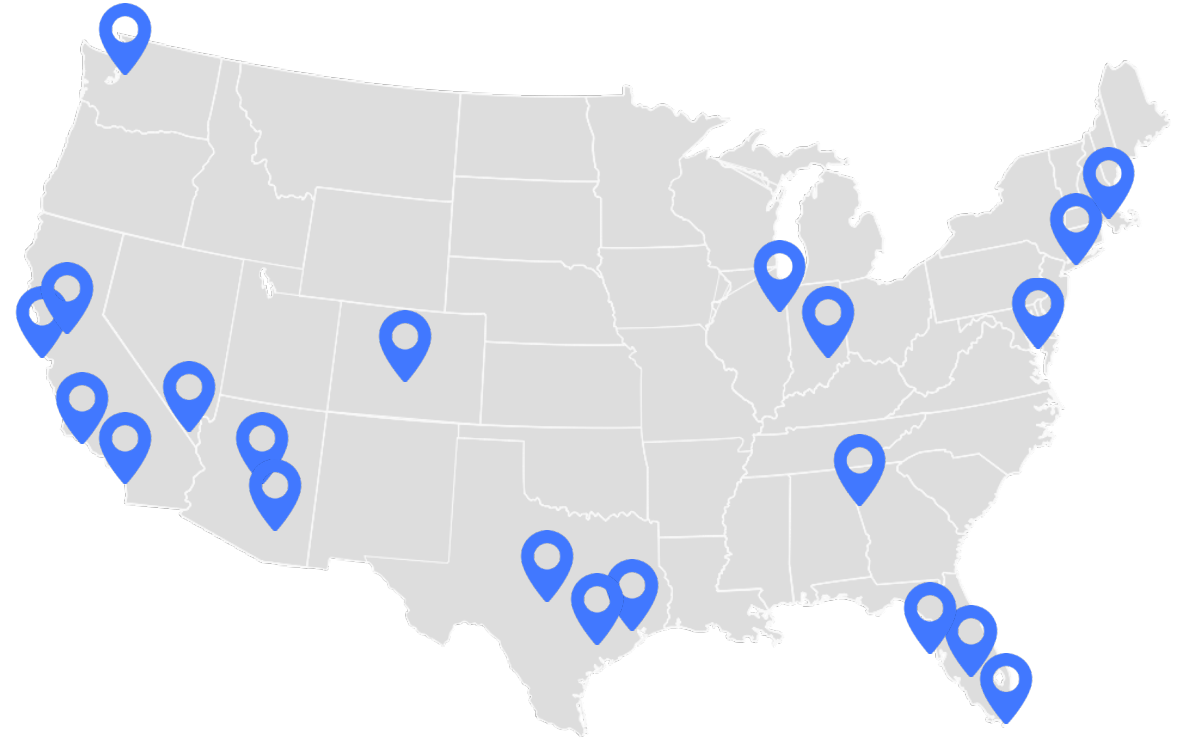


Instawork: Flexible Talent National Network

Our regional teams support both our Partners and Professionals across 25+ metros across the US.

Regional Metros:

- Atlanta, GA
- Austin, TX
- Baltimore, MD
- Boston, MA
- Chicago, IL
- Columbus, OH
- Dallas, TX
- Denver, CO
- Houston, TX
- Las Vegas, NV
- Los Angeles, CA
- Miami, FL
- New Jersey
- New York, NY
- Philadelphia, PA
- Phoenix, AZ
- Orlando, FL
- Sacramento, CA
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- Tampa, FL
- Tucson, AZ
- Washington, D.C.



We Can Help

CONTACT INFORMATION

Christian Crynes

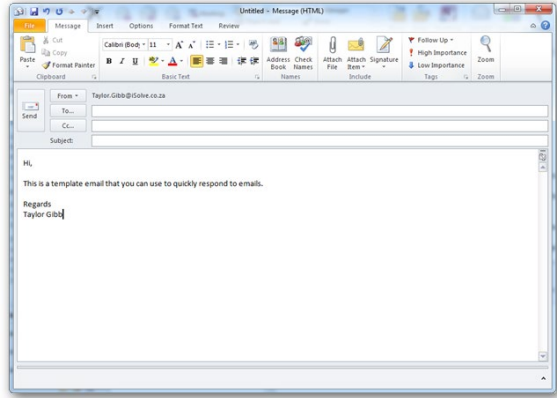
GM, Instawork

christian@instawork.com

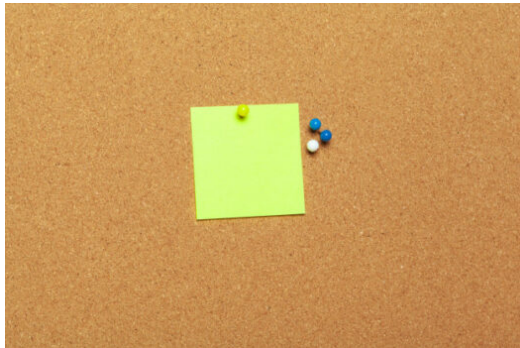
(206) 579-3939



#1 Reaching Out To Current & Past Staff!



Email



Bulletin Board



Text: Desktop App.

Pointers:

- > Looking for more staff
- > Incentive
- > What to do...



nowsta

Staffing Scheduling Software



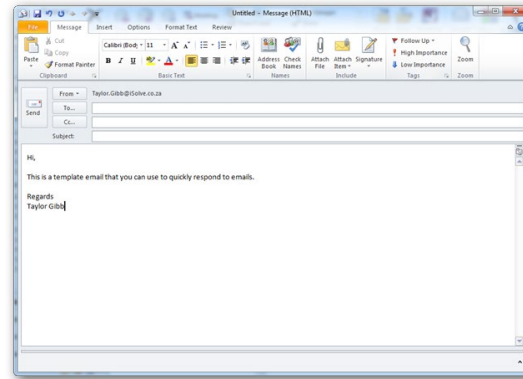
Pre-event Meetings

#2 Create an Incentive Program; Explain and Reward Them for new Hires!

“You do this... you get that!”



\$50.00 - \$100.00



Email

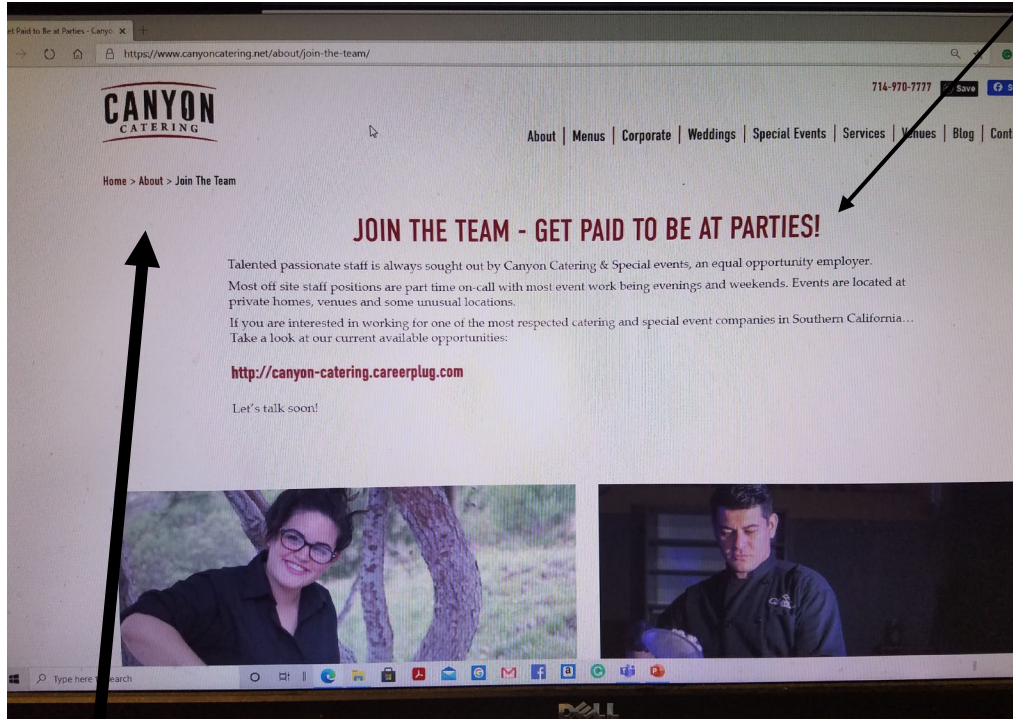


Public recognition for a good job!

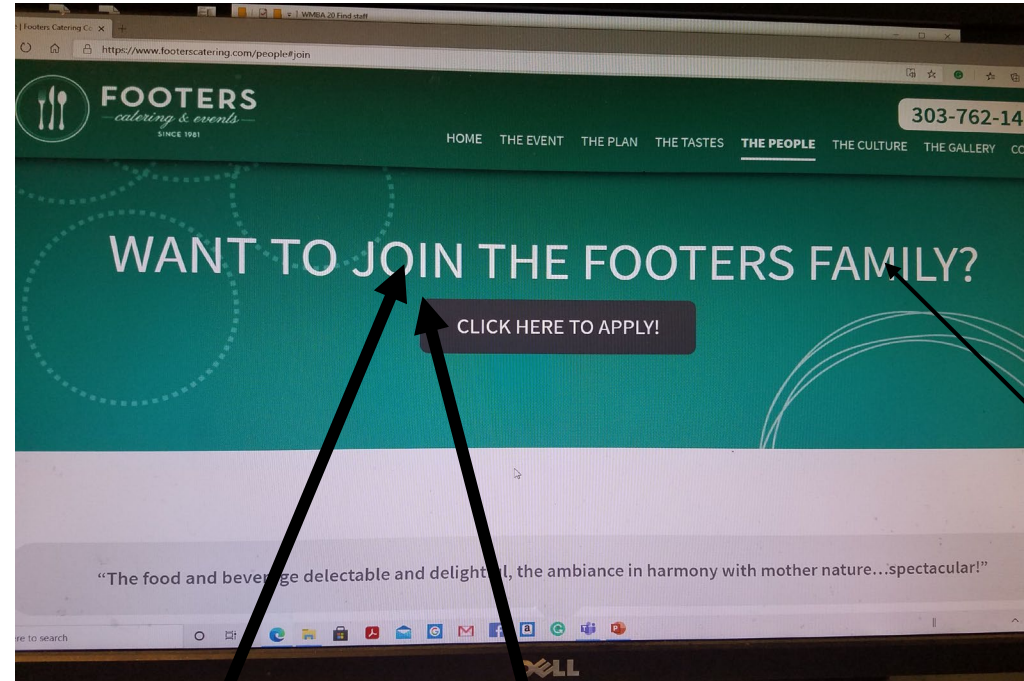
Incentive to recruit neighbors, friends, relatives, co-workers, etc.

1. Introduction of referral.
2. Work 10 events. Then pay incentive.

#3 Post on Company Website



Tips: Post Safety Protocols!
Update Your Google Business Listing.
UX: Auto Fill Form Enabled



Direct all inquiries to the "Join The Team" page...



QR Code



James Bond Movie Premiere



“My third year at the Golden Globes.
Every year it gets better!”



“ABC catering is the best. The food is
great and a fun creative place and
people to hang with”

Include testimony and pictures of happy staff working!



Check your reputation...

Online or in print; No Surprises...

Indicate:

Positions: Server, Bartender, Event Manager, Culinary Assistant, Chefs

Compensation & Unique Benefits

Hourly, Tips, Free Meals, Great Environment, Fun, Training, Etc.

Post photos and videos of smiling staff working

Reference awards for working environment

Why join your company? Competition

Requirements

Age (Bar 21)

Lift 40 lbs.

Cell Phone

Valid Drivers License

Certifications – Licenses (ServeSafe Food Handler Card,)

No visible tattoos when in uniform

“Set the tone”

Your Company Name

Goal: Influence them to respond

Make Your Copy Interesting, Different and Loaded with Benefits!

**“Get Paid To Throw Epic Parties With Great Food, Outrageous Music.
Plus, Awesome Benefits!”**

Emphasize:

- > Flexible hours
- > Part time & on call
- > Work weekends and evenings
- > Great pay and rewarding benefits
- > Fun and satisfying environment
- > Be part of a caring family
- > What's unique or special about your company!
- + The “Why” The WIFM!

Call to action: Tell them what to do to get the opportunity!

Some Tips for Great Headlines!

1. Use Simple Yet Powerful Words.
2. Use Key Word Search Results
3. Make a Bold Statement
4. Add Numbers
5. Do your homework. Compare to be different
6. Ask a question
7. Create a sense of urgency
8. Offer a sense of mystery
9. Write and test – “King of the hill”



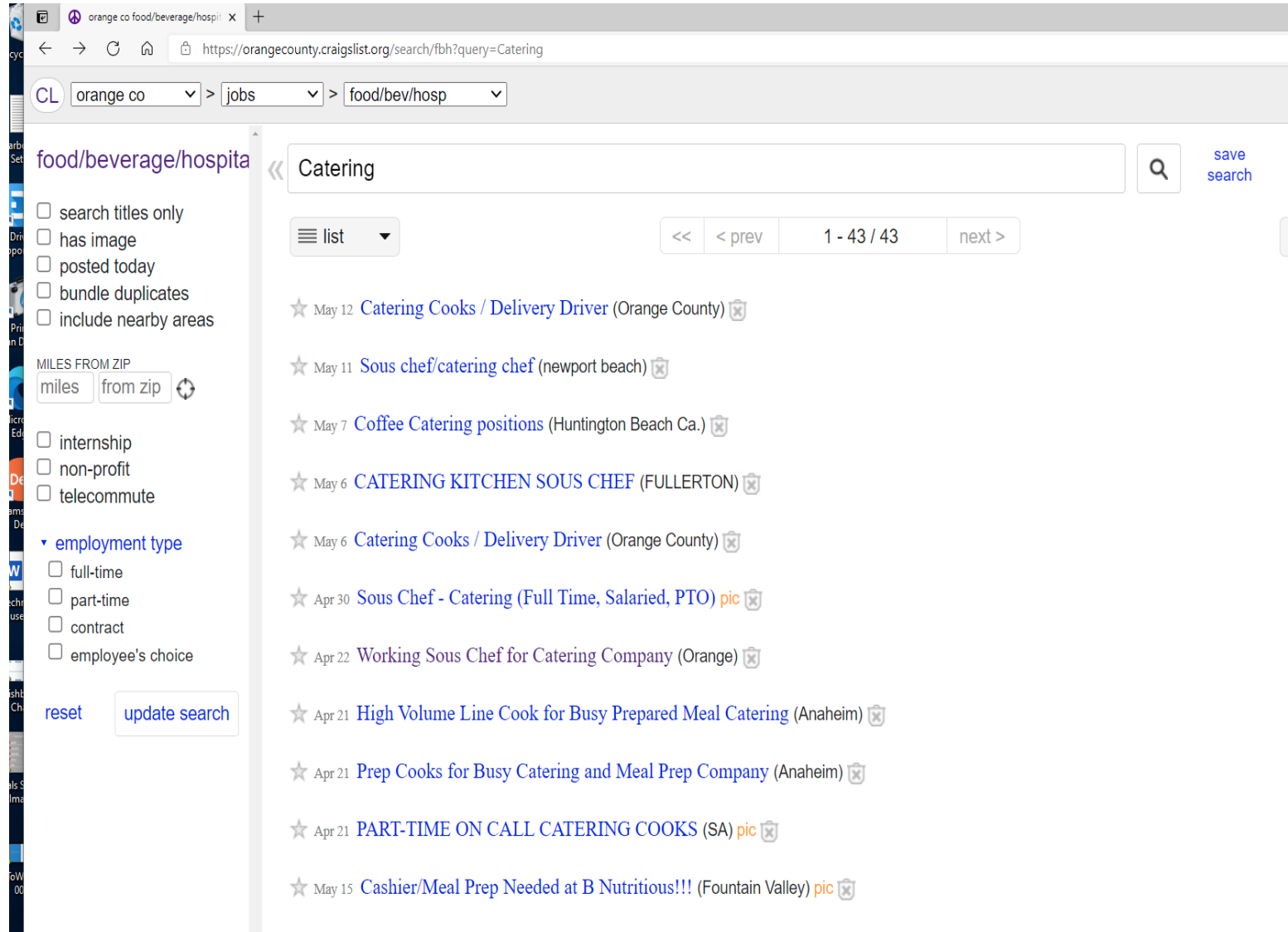
Great Headlines!

Recon















1. craigslist 

2. Food / Bev / Hosp

3. Search: "Catering"



The screenshot shows a web browser window with the URL <https://orangecounty.craigslist.org/search/fbh?query=Catering>. The search filters are set to "orange co" > "jobs" > "food/bev/hosp". The search term "Catering" is entered in the search bar. The results list 13 job postings, each with a star icon, a date, a title, and a location. The first few results are:

- ★ May 12 [Catering Cooks / Delivery Driver](#) (Orange County) 
- ★ May 11 [Sous chef/catering chef](#) (newport beach) 
- ★ May 7 [Coffee Catering positions](#) (Huntington Beach Ca.) 
- ★ May 6 [CATERING KITCHEN SOUS CHEF](#) (FULLERTON) 
- ★ May 6 [Catering Cooks / Delivery Driver](#) (Orange County) 
- ★ Apr 30 [Sous Chef - Catering \(Full Time, Salaried, PTO\)](#)  
- ★ Apr 22 [Working Sous Chef for Catering Company](#) (Orange) 
- ★ Apr 21 [High Volume Line Cook for Busy Prepared Meal Catering](#) (Anaheim) 
- ★ Apr 21 [Prep Cooks for Busy Catering and Meal Prep Company](#) (Anaheim) 
- ★ Apr 21 [PART-TIME ON CALL CATERING COOKS](#) (SA)  
- ★ May 15 [Cashier/Meal Prep Needed at B Nutritious!!!](#) (Fountain Valley)  

Banquet Event Captain & Server - RoomForty (Orange County - Costa Mesa)

Banquet Event Captain & Server - RoomForty

Who is Hospitality Collaborative?

We are a family of brands within the hospitality and event industry comprised of 3 venues and 2 catering companies – The Fig House, The Harper, Brave + Maiden, Roomforty and Pharmacie.

You will be tasked with managing and running events onsite at one of our three venues or at offsite locations throughout Southern California. Our events range from intimate in-home gatherings to galas of over 500. The cornerstone of your responsibilities is to make sure every person, client and guest alike, experiences feeling valued and celebrated on their event day.

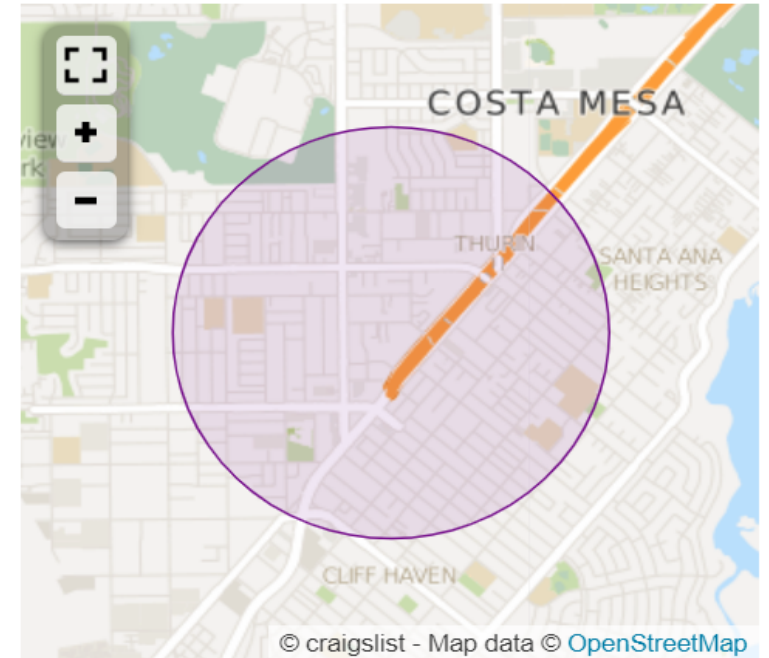
Roles and Responsibilities – Event Captain

** You must have experience in the hospitality field, and preferably Leadership/Captaining/expo roles.

Events

- You'll manage and run a service team to properly execute events.
- You'll have to preplan before event day, making sure your team has the proper information to put us in a position to succeed.
- You'll have the ability to properly train staff in areas of need and exert fine dining service.
- You'll have the responsibility of coordinating with day of planners.
- You'll be responsible for coordinating timelines with the head chef on event day.
- You'll have to be an adequate thinker, while analyzing & resolving problems and exercising good judgment.
- You'll have the capability of being coachable and taking constructive criticism.
- You'll understand that with events, you will be working irregular hours and sometimes for long periods of time.

Attributes



compensation: **Event Captain (\$30), Server (\$18)**

employment type: **part-time**

Do not be like everyone else!

#4 Make Application Online Easy!

fountain

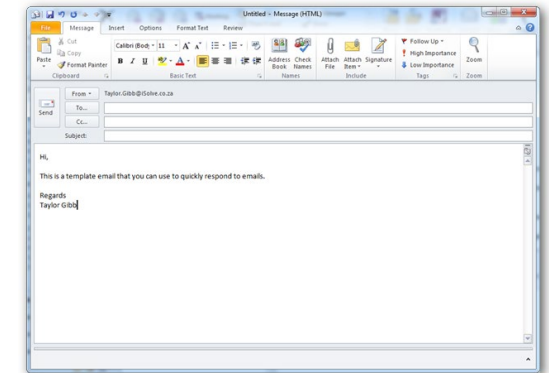
Applicant **PRO**

Use ATS (Applicant Tracking Software)
No paper Forms

All applications are confidential
Equal Opportunity Employer

No resume - no worry
Email a 2 Minute cell phone video
Why you are a good - special - unique person for us to hire?

Call or show up at the door - send to the site.



Tip: Create Separate
Hiring Only Email

#4 Make Application and Interview Organized!

Use Checklist

Potential - New Employee Checklist

Employee No. _____

Name L/F				Rehire	New			
Print Neatly	Cell Phone ()							
	Email							
Interview	Date: _____ 2018 Time: _____							
Position:	Server Bar Tender Chef Assistant Event Chef							
	<u>Apps & Forms Completed & Signed</u>							
	Application For Employment							
	I-9 Employment Legibility Verification							
	W-4 Employee's Withholding Allowance Certificate-Fed							
	CA Employee Withholding Allowance Certificate-St							
	CA Drivers License - Copy							
	SSN Card - Copy							
	Food Handler Card - CA							
	Proof of Vaccination							
	Uniform Policy - Acknowledgement							
	Confidentiality Agreement							
	Breaks Option Waiver							
	Arbitration Agreement							
	Direct Deposit Application							
	Photo ID Other:							



Interview Follow Up

ABC Catering Interview Follow Up

New Hire

ABC Catering Interview Follow Up

Congratulations...

Welcome to the team!

Next steps...

--
Roy Porter

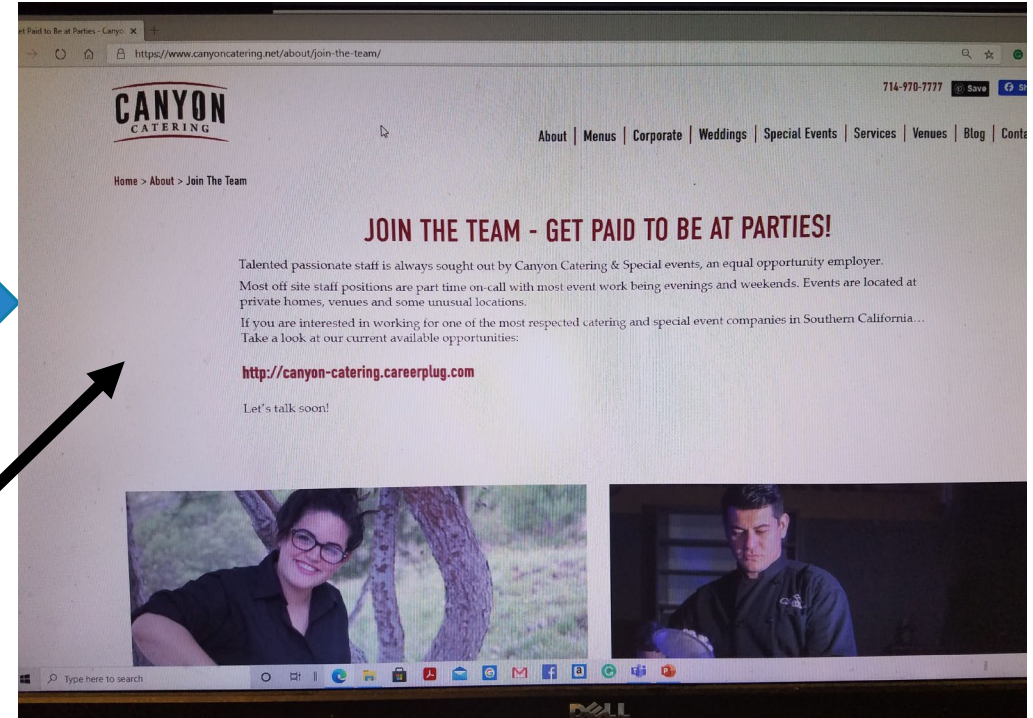
Undo | Redo | Sans Serif | Paragraph | Bold | Italic | Underline | Text Color | Background Color | Bulleted List | Numbered List | Decrease Indent | Increase Indent | Quote | Link | Unlink

Refresh

#5 Post On Company Social Media Outlets. Encourage staff to pass on. Social media Influencer post.



QR Code



Tip: Direct - link (OCR Code) to your "Join The Team" specific page.

#6 Create Multiple Opportunity Ads And Post At Online Sites!



Craigslist & Community Based Online Sites.



Japanese Knife Imports: Job Board



Check out other caterers ads. Look different - not the same...
Link to "Join The Team" page.

Local college, university, community, and special industry online sites.

Tip: These ads are to drive them to the "Join The Team" page.
Put your company name in ad. No blind ads

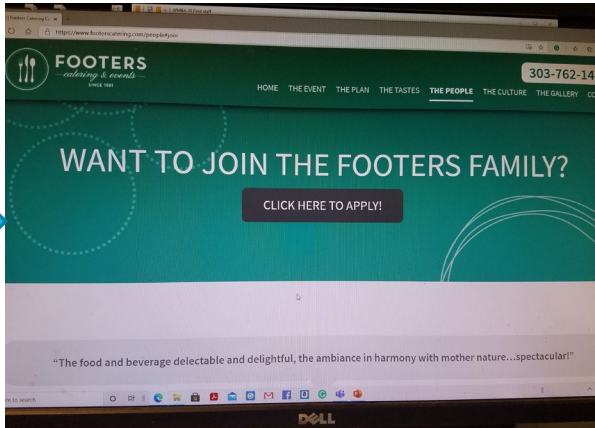
Part time, seasonal, on call, flexible, fun
Point out: What's unique and different!



QR Codes



#7 Create Multiple Opportunity Ads And Post At Community Print Newspapers!



Tip: Add QR Code to the ads to direct to "Join The Team" page!

#8 Talk With Suppliers And Creative Partners



- + Pass the word...
- + Make introductions...
- + They often know who is looking...

#9 Develop Relationships: Colleges, Universities and Specialized Trade Schools



Guest Speaker



Offer to Lecture



Job - Career Fairs

Pointers:

Make Friends: Leaders, Professors, Instructors.

Become a Resource

Board of Advisors

Intern Programs (Paid and unpaid)

Send out offers Via Instructors

Job Boards

#10. Make it easy to interview...

- + Same day(s) every week.
- + Occasional Evenings; send email to applicants in que.
- + Weekends; send email to applicants. Invite them to attend.
- + Job Fair Day: In House.

TRÉS LA CATERING TRÉS LA GROUP SWEETWATER VINEYARDS

CALIFORNIA MAGAZINE BEST 2020 WINNER CALIFORNIA HOSPITALITY MAGAZINE BEST 2020 WINNER

JOB FAIR

JOIN OUR AWARD-WINNING TEAM

The excitement is palpable... vaccines continue to be administered and the country eagerly waits for the faucet to be turned back on. The special events industry is poised to [REDACTED] like never before. If you are an exceptional talent with a great attitude, WE WANT YOU!

DAY: WEDNESDAY TIME: 10am TO 4pm

DATE: 28th of April

CARONDELET HOUSE
627 S CARONDELET ST. LOS ANGELES, CA 90057

Please send your resume to STAFFING@TRESLA.COM to set up a pre-interview and timeslot for our Job Fair. Unfortunately no "walk-ins."

SEEKING THE FOLLOWING

SERVERS • BARTENDERS • DRIVERS • PREP COOKS • DISH WASHERS • EVENT CHEFS
ACCOUNTING MANAGER • OPERATIONS MANAGER • PRODUCTION MANAGER
SALES MANAGER • HR MANAGER



Summary Points

- + Numbers**
- + Incremental Activates Add Up**
- + Invest in Retention - Culture**
- + Personal Attention & Compensation**
- + Fine Tune and Adjust**

Questions?

Thank you!



**Where and How To Find Event Staff
In A Post COVID World!**

May 19, 2021

**Presented by
Roy Porter
Activities Director
Engage Works
www.engage-works.com**

Questions: Email tablewizard1@gmail.com

New Blog: www.cateringconsiders.com (Just launched, read and subscribe for updates.)

