



It All Starts Here! Running A Great Production Meeting.

Sponsored by:



June 8, 2022



SPEAKERS

FRANCISCO CHRISTIAN
MANAGING PARTNER
TAYLOR HOSPITALITY SOLUTIONS

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PRINCIPAL
FULTON MARKET CONSULTING

AUTHORS OF “CATERING CHRONICLES”



UPCOMING SESSIONS

Upcoming Sessions

Tuesday, June 21 – 3pm ET – Cocktail Rendezvous!

Yelena Anter of Chef Rubber will be making drinks live with ICA President, Steve Sanchez, President of The JDK Group and Shannon Archer, Senior Event Manager of The JDK Group. They will discuss and showcase summer cocktail trends together!

Tuesday, August 23 – 3pm ET – Jennifer Perna’s Sales Webinar

Topic TBD!

Wednesday, August 31 – 3pm ET – ICA Chef Roundtable

New Culinary Council Chair, Jay Varga, Executive Chef of The JDK Group. This is a must attend event for your culinary team! There will be practical takeaways for your culinary staff as they prepare for Fall busy season.

Register for all upcoming sessions on the ICA homepage.

www.internationalcaterers.org

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.



IT ALL STARTS HERE!

**Running a
successful
production meeting.
Who, what, where,
when and why?**



our goal



find more

do more

find more

do more

Cost for depositors: 1000\$

Final cost: 175\$

Who is our const

Our project

do more

find more

do more

find more

STRUCTURE FOR THE MEETING

- Who owns it?
- Who attends?
- What are we covering?
- What are we not covering?
- Where does it take place?
- Rules of engagement?
- Who is in charge of follow up?



SUGGESTED GUIDELINES FOR PAPERWORK

Dates, times and why they are important

Jennifer's Example- One Week in Advance:

Tuesday am Production Meeting

Discuss Friday- Sunday events

Paperwork due by Monday afternoon

Thursday am Production Meeting

Discuss Monday-Thursday Events

Paperwork due by Wednesday noon



**SUGGESTED GUIDELINES FOR FOR
PAPERWORK**

Frank's Example- Two Weeks in Advance:

- 1. Tuesday am Production Meeting
Post weekly sales meeting
Discuss Two weeks in advance events

- 2. Wednesday am Standalone Meeting

If your event is:
Upcoming Weekend (Thurs-Mon)

Paperwork is due/corrected:
By the end of the day of Production Meeting

If your event is:
Following Weekend (Tues-Mon)

Paperwork is due/corrected:
By the Friday after the Production Meeting



SURVEY QUESTION #1

AVERAGE TIME SPENT IN PRODUCTION MEETINGS:

2.5 HOURS

AVERAGE SUGGESTED TIME SPENT ON EACH EVENT:

1ST time through an event – 2-10 minutes

2nd time through and event – 2-5 minutes

**PRODUCTION MEETING DETAILS
2 KEYS TO SUCCESS**

- **Sales should present to the production/operations team exactly what the client has in hand.**
- **All notes, comments, special requests or client demands should be somewhere on production paperwork.**



WHAT IS THE PAPERWORK?

Sales Should Present:

Final Proposal (signed off by client)

Floor Plan

Production Timeline

Vendor Load In Schedule

Directions/Google Map

Kitchen and Beverage Sheets

Warehouse Packing List

Staffing Schedule



SURVEY QUESTION #2

Who runs the production meeting?

- Owner
- Director of Events and Staffing
- **VP of Sales**
- **Sales**
- **Chief Revenue Officer**
- General Manager
- Executive Chef/Director of Culinary Production
- Director of Operations
- Front of House Manager
- Leadership Team
- COO
- Guest Experience Director





PRODUCTION MEETING DETAILS

- **Event Details**
- **Menu Specifics**
- **Beverage**
- **Equipment**
- **Staffing**
- **Miscellaneous Items**



POST PRODUCTION COMMUNICATION

- **Who is responsible?**
- **What measures do you have in place for accountability?**
- **How do client requests get approved?**



SURVEY QUESTION #3

How do you follow up on changes that sales staff are assigned from the meeting?

Best answers:

- Sales updates all events and distributes revised paperwork with email confirmation of changes
- Change logs and notifications
- Computers in meeting so changes made there
- Slack to department heads when changes are made and paperwork is ready to reprint
- All changes need to be completed by EOD



SURVEY QUESTION #3

How do you follow up on changes that sales staff are assigned from the meeting?

Answers that could use some work:

- We trust the process
- Its currently hit or miss
- No current follow up process
- Verbally
- Meet again
- When time allows

Every company needs a process that is followed each and every week.

Pig headed stubbornness is needed for success.



Questions?

What are your challenges?



our

goal

↓

Cost for depositors:
1500\$

Final cost: 175\$

Who is our
consumer

use ad

investing

do

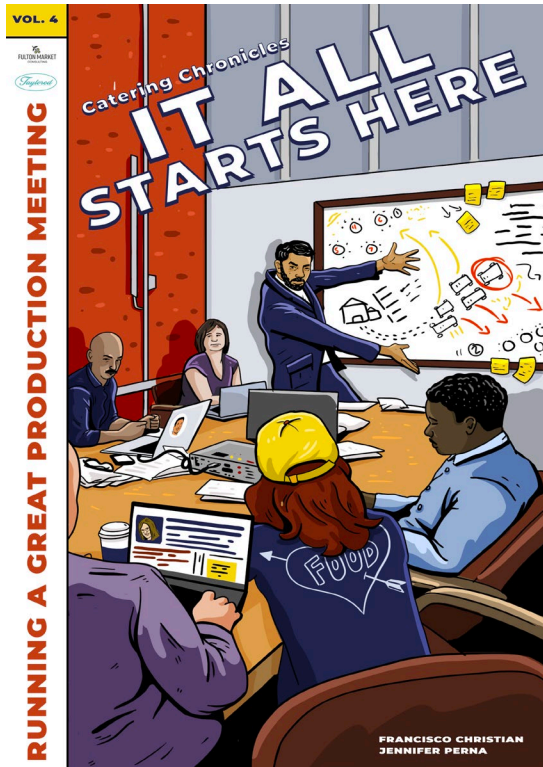
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Catering Chronicles available on Amazon.

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