



HOT TOPICS!

Sales & Ops in Q4 2023 and Q1 2024

Sponsored by:



September 27, 2023

UPCOMING SESSIONS

Upcoming Sessions

Money Talk: How to Save Big on Payment Processing Fees for 2024

October 18 | 3:00 pm ET

Speakers: Nora Sheils, Co-Founder, Rock Paper Coin with ICA Past President, Jeffrey Selden, Managing Partner, Marcia Selden Catering

Finance Discussion & 2024 Projections - Going Beyond Sales Numbers

November 14 | 3:00 pm ET

Speaker: Francisco Christian, Managing Partner, Taylored Hospitality Solutions

Executive Chef Roundtable

November 29 | 3:00 pm ET

Speakers: Chris Towne, Executive Chef, Partyman Catering and Jay Varga, Executive Chef, The JDK Group

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.

HOW TO SELL PROFITABLE EVENTS FOR THE REMAINDER OF THE YEAR?

- Corporate pulling back
- Needing to increase pricing as we delayed increase
- 2023 seemed like so much booked "in the month". I still think more should be on the calendar/booked for 2024.
- Venues still have availability for Q4 which is telling
- Booking the Right Events
- New & repeat clients coming in with lower budgets for holiday parties

HOW OPERATIONS CAN HELP
SALES THROUGH THE END OF
THE YEAR?

- Sales team confidence in other departments.
- Staffing levels and getting good staff
- Having enough labor and equipment, cost of goods increasing, cost of labor increasing
- Cost of goods increase and labor cost
- Managing effective operations between our restaurants & catering

HOW CATERERS ARE ALREADY
FORECASTING FOR 2024 AND THE
STRATEGIC DECISIONS THEY ARE
MAKING NOW

- Q1 2024 is trending WAY Down (- 75% year over year)
- Economic uncertainty effective consumer and corporate spending for holiday parties and booking weddings in 2024
- 2023 Q4 Corporate is down, but still steady for wedding. Slow pacing for January and February - down 30%
- 2024 is looking good at this point for bookings.
- Q1 Pre-sales



Thank You and Please Reach Out!

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