

# ADAPTING WITH CHANGE

INFORMATIONAL  
CATERING GUIDE FOR  
EVENT PLANNERS

UPDATED JULY 2021

# PLANNING

## DETERMINING THE CATERING SELECTIONS FOR EVENT FUNCTIONS WILL REQUIRE A MORE ADAPTABLE PLANNING APPROACH BOTH FROM *our team and yours*

In order to prepare for the evolving nature of how catering events may be handled in the future, we have provided some example strategies & scenarios to give you the reassurance that our team is prepared



### PROACTIVE

Deadlines for planning details may need to be adjusted from the standardized catering sales timeline

Heightened awareness may be necessary with projected guest attendances



### FLEXIBLE

What works for one group, may not work for another. For this reason, we will prepare custom menus that are tailored to meet your function needs

Wait times in lines may be increased. Strategies on how to schedule and stagger meal service times for larger groups with limited service time, should be discussed.



### TRANSPARENT

Outlining the catering budget earlier in the planning process is more important than ever, in order for planning alignment to be on target

Communication is key from all parties involved. It is important to us, that we walk you through every newly implemented planning & event execution element.



### DETAIL

Knowing the full scope of the event is critical to the success of detailing the food and beverage functions appropriately.

Items such as historical insight, guest demographics, room diagrams, and agenda timelines are instrumental in the planning process.

# EXPERIENCE

## QUICK-GUIDE RELATED TO THE EVOLVING GUEST EXPERIENCE INITIATIVES

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1

WITH SIMPLISTIC ELEMENTS & CREATIVITY, WE WILL CONTINUOUSLY DEVELOP NEW WAYS TO TAKE A VERY “STERILE SITUATION” AND CREATE AN ENVIRONMENT THAT MAKES GUESTS FEEL SAFE AND COMFORTABLE WHILE BEING INVITING AND FUN

2

STRATEGIC DIAGRAMMING FOR GUEST SERVICE FLOW IS AT THE FORE-FRONT OF OUR MINDS

3

WE PROMOTE “PHYSICAL DISTANCING” VS. “SOCIAL DISTANCING” AND OUR WAYS OF OPERATING SHOULD PROVE THIS. AFTER ALL, OUR NEW WAY OF LIFE IN THIS INDUSTRY IS TO FIND WAYS TO BE “SOCIAL” AND GATHER, WHILE PHYSICALLY RESPECTING DISTANCE FOR EVERYONE’S WELL-BEING

4

OUR EMPLOYEES ARE JUST AS EXCITED TO SOCIALIZE AS YOU ARE! EXPECT TO RECEIVE POSITIVE, FRIENDLY AND INFORMATIVE INTERACTIONS

5

A PRE-PACKAGED MEAL SHOULD BE NO DIFFERENT IN LEVEL OF EXPECTATION THAN A SERVED HOT MEAL. ALL SERVICE SCENARIOS WILL BE MADE WITH CARE, LOVE AND CREATIVITY



# ENHANCED SERVICES

MODIFICATIONS TO SERVICE-STYLES AND CATERING EVENT EXECUTION MAY STILL BE IMPLEMENTED UPON CLIENT'S REQUEST.

PLEASE CONNECT WITH A CATERING SALES MANAGER TO DISCUSS AVAILABLE OPTIONS.

With our strengthened adaptability, we will continue to offer supplemental items such as sanitation stations, breath barriers and directional signage as add-on services. We want to ensure the comfortability of both our client's and attendees as we get back to in-person events!

