

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: BANQUET & CONVENTION SALES

Code No.: HMG 231

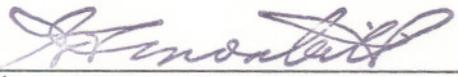
Program: HOTEL & RESTAURANT MANAGEMENT

Semester: III

Date: SEPTEMBER, 1989

Author: K. MAIDENS

New: _____ Revision: X

APPROVED: 
Chairperson

Sept 89
Date

BANQUET & CONVENTION SALES

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COURSE LENGTH: 2 hours weekly

TEXTBOOK: Convention and Banquet Management (new), Falkner and Berberoglu

OBJECTIVES:

- a) Students will identify needs for the organization of a catering and sales department
- b) Students will identify the various types of conventions and group travel needs
- c) Students will be able to identify target markets as they relate to site, facilities, and products offered.

TOPICS TO BE COVERED:

MODULE ONE: -- CHAPTER ONE

This module introduces the student to the importance of conventions and banquets to the economic well-being of the property. An overview of the types of conventions, meetings and the market for each.

Objectives:

Upon completion of Module One, the student will be able to:

- list the various formats for meetings
- discuss the economic importance of conventions and banquets
- identify the various "middle-men" involved in organizing and planning these functions
- determine the type of convention format and the demographics of the convention
- identify the type and importance of programming

MODULE TWO: -- CHAPTER FIVE

In this module, we will discuss the price factor in conventions pending the numbers and use of the facilities. The standard policies used in hosting conventions as they relate to room rate packages, registration fees, complimentary rooms are discussed.

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Objectives:

Upon completion of Module Two, the student will be able to:

- identify those items that are fixed costs and which are variable in planning
- identify what the basic minimum qualities and costs are
- identify the various methods of establishing registration fees
- recognizing the importance of guarantees and minimums in order to guarantee B/E points on flat and individualized pricing
- determine the various systems of payments and collections of outstanding accounts of organizers and delegates

MODULE THREE: -- **CHAPTER SEVEN**

In this module, the site selection process, the peripheral services, and the implication of the property's physical lay-out are discussed to show the students which communities and properties are compatible for specific types of conventions.

Objectives:

Upon completion of Module Three, the student will be able to:

- analyze community and services and determine market available for conventions
- do a property analysis to determine facility and services available to conventioner
- identify programs available for pre/post convention activities

MODULE FOUR: -- **CHAPTERS 8, 9, & 11**

In this module, the organization, systems, and forms used in the sales and catering office are discussed.

Objectives:

Upon completion of Module Four, the student will be able to:

- discuss the content and layout of a convention brochure and covering letter
- identify the need for block bookings and the reason for release of rooms
- illustrate a registration form for a convention
- discuss the importance of master lists and their use
- identify, illustrate and describe the various forms used in catering (from initial function, book reservation through to guest billing)

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MODULE FIVE: -- CHAPTER 13 & 14

In this module, the furnishing and equipment needed in meetings, food and beverage service in function rooms are discussed.

Objectives:

Upon completion of Module Five, the student will be able to:

- list various methods of room set-up for each type of meeting format
- list various methods of room set-ups for functions with food and beverage set-up
- list the equipment and its best location for meeting functions and food and beverage
- choose between set-down or buffet set-up and determine number of stations and staff needed for each type of set-up
- determine set-up and service for functions with head tables and their implication on the overall function

MODULE SIX: -- CHAPTER 12

In this module, the food side is discussed and its implication to the success of any event. Various menus, content, price and service are covered.

Objectives:

Taking into consideration the points covered in this module, the student will be able to:

- develop a menu based on price, preparation and product. These are balanced as they relate to labor and nutrition
- develop a menu of cocktail service foods
- list and describe the components of at least three types of "Theme Functions"
- identify and describe the protocol used in official functions at the provincial, federal and diplomatic levels

MODULE SEVEN: -- CHAPTER 15

In this module, the beverage service for all types of functions is discussed.

Objectives:

Upon completion of Module Seven, the student will:

- identify the methods of matching beverage service with the foods selected
- list the steps in ordering, controlling and billing for beverage consumptions
- identify the various types of bar service available to client and their implication to the licence
- determine, based on drinking pattern of population, length of function and demographics of market, the estimated amount of beverage needed and its cost

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BANQUET AND CONVENTION SALES PROJECT:

INTRO: Cover Appearance
 General Appeal

 Sales Potential
 Who and What We Are

ROOMS: Dimensions
 Set Up Limitations
 Time/Persons

BAR SERVICE: Types of Bar
 Wine Service

MENUS: Platter Service Cocktails

 Menus Versatility
 a) Preparation
 b) Content
 c) Price

 Extras "A La Carte" Service

HOW TO?? Contact
 Contract
 Guarantees
 Endorsements

 Costing Versus Selling Price

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EVALUATION:

Periodic tests and assignments will be given during the semester as they relate to topics covered. (30%)

Projects

The design of:

- 1) Annual Christmas Dinner menu cover (20%)
- 2) Annual Schedule of Gallery Semester 4 theme nights and activities
- 3) Design of "Sales Menu" selection for Gallery functions (30%)
- 4) Potential banquet contact list (20%)
- 5) Each "team" will solicit, sell, organize, and execute at least one function in the Gallery during Semester 4.

Special Note:

It is imperative that students understand that special functions in semester 4 must be attended in order to obtain a final grade in Hospitality Administration.

PASS = 60%

AVAILABILITY

The instructor is available in Room B114, extension 583 for information or clarification of assignments and grading. Please check time for availability.