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COURSE BROCHURE

Event Catering and Food Service Planning Training Course

20 – 24 June 2027
Kuala Lumpur

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Registered in the United Kingdom and Saudi Arabia

Event Catering and Food Service Planning Training Course

Ref: 3132_118942 **Date:** 20 – 24 June 2027 **Location:** Kuala Lumpur **Fees:** 4900 GBP

Event Catering and Food Service Planning is a 1-week training course for event and hospitality planners who shape menus, guest numbers and kitchen arrangements, and who leave with a finished event catering plan. Guests now judge an event as much by its food as by its speakers, while dietary needs and hygiene expectations keep rising. Jupiter Prime Training runs this course on Event Catering and Food Service Planning.

Why Event Catering and Food Service Planning Matters Now

Three forces shape catering for events today. Guests arrive with a wider spread of allergies, faith-based requirements and lifestyle diets, so a single set menu rarely works. Food and labour costs move quickly, which squeezes the margin between an accurate order and an expensive surplus. Venues and health inspectors also expect evidence of safe storage and cooking. An organiser who plans portions, service flow and hazard controls well protects guest wellbeing, reputation and budget; one who improvises risks shortages, queues, waste and illness.

Who Gains Most from Event Catering and Food Service Planning

- Planners who brief caterers and sign off menus for conferences, launches and celebrations
- Venue coordinators who allocate kitchen space, service corridors and banqueting rooms
- Hospitality supervisors who schedule waiting staff, chefs and runners on event days
- Purchasing staff who select food suppliers, compare quotations and confirm deliveries
- Guest experience leads who collect dietary requests and handle complaints during service

Hotel banqueting teams and event agencies gain most when planners and venue staff attend together.

Event Catering and Food Service Planning Capabilities

Participants turn guest lists and budgets into portion counts and supplier orders a kitchen can deliver.

- Calculate portions and order quantities from forecast headcount — purchasing and waste decisions
- Design menus that balance seasonality, dietary needs and kitchen capacity — client sign-off
- Weigh plated, buffet, family-style and standing reception service — guest flow and staffing
- Assess caterers and food suppliers against quality, capacity and reliability criteria — contract award
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Apply hazard controls for storage, cooking, holding and transport — venue and health inspectors
- Build a catering run sheet linking kitchen, service and timing — event day coordination

Key Event Catering and Food Service Planning Terms

- Headcount forecast — an estimate of the number of guests who will eat, adjusted for expected no-shows.
- Attrition allowance — the margin added to or removed from confirmed numbers to cover cancellations and walk-ins.
- Service style — the way food reaches guests, such as plated courses, buffets or canapés.
- Critical control point — a step in food handling where a check prevents a hazard from reaching guests.
- Back-of-house layout — the arrangement of preparation, cooking, holding and washing areas at a venue.
- Catering run sheet — a timed schedule showing when each course is prepared, plated, served and cleared.

Event Catering and Food Service Planning Day by Day

Day 1: Guests, Occasions and Catering Briefs

- Event Objectives Mapping — How Food Supports the Purpose of the Occasion
- Guest Profile Analysis — Dietary, Cultural and Accessibility Requirements
- Catering Brief Template — What the Client Must Confirm Early
- Event Size Categories — Matching Scale to Kitchen and Service Resources
- Catering Budget Envelope — Cost per Guest and Contingency Limits

Day 2: Headcount Forecasting and Quantity Planning

- Registration Trend Tracking — Predicting Final Numbers from Early Sign-Ups
- Attrition and No-Show Allowances — Setting Final Numbers with Caterers
- Portion Size Standards — Quantities per Guest for Each Course
- Beverage Consumption Estimates — Hourly Rates for Receptions and Breaks
- Surplus and Waste Reduction — Redistribution, Composting and Reorder Points

Day 3: Menus, Service Styles and Suppliers

- Menu Engineering for Events — Seasonality, Cost and Preparation Time
- Service Style Selection — Plated, Buffet, Stations or Standing Reception
- Staffing Ratios — Waiters, Chefs and Runners per Guest Number
- Supplier Shortlisting Criteria — Quality, Capacity and Delivery Reliability
- Catering Contract Terms — Final Numbers, Cancellation and Substitution Clauses

Day 4: Kitchen Logistics and Food Safety

- Back-of-House Layout Planning — Preparation, Holding and Washing Zones
- Temporary and Off-Site Kitchens — Power, Water and Equipment Needs
- Hazard Analysis for Event Food — Critical Control Points and Checks
- Temperature and Transport Control — Safe Holding from Kitchen to Table
- Allergen Labelling and Segregation — Protecting Guests with Special Diets

Day 5: Practising the Event Catering Plan

- Case Event Briefing — Applying Guest Profiles and Budget Envelopes
- Quantity Sheet Build — Applying Forecasts and Portion Standards
- Service and Supplier Choice — Applying Style and Contract Decisions
- Catering Run Sheet Drafting — Timing Kitchen, Service and Clearing
- Event Catering Plan Presentation — Peer Critique and Final Revisions

Applying Event Catering and Food Service Planning After the Course

- Rebuild the quantity sheet for an upcoming event using the headcount forecast and attrition allowance methods.
- Walk the back-of-house layout of a regular venue with the caterer, mark critical control points and agree a shared temperature log.

Event Catering and Food Service Planning Questions FAQ

What is Event Catering and Food Service Planning and why does it matter now?

Event Catering and Food Service Planning is the work of deciding what guests eat, how much is ordered and how it is served safely. It matters now because diets vary more and venues expect visible food safety controls.

Which roles gain most from Event Catering and Food Service Planning?

Event and hospitality planners gain most, alongside venue coordinators and purchasing staff. You benefit if you brief caterers, set guest numbers or approve menus.

How does Event Catering and Food Service Planning differ from a general event management course?

Event Catering and Food Service Planning concentrates on food: portions, menus, service styles, suppliers and hygiene. A general event management course covers venues, speakers, marketing and registration, giving catering only a short session.

What do you bring back from Event Catering and Food Service Planning?

You bring back a complete catering plan for a case event, with a headcount forecast, quantity sheet, menu, service style choice, supplier shortlist, food safety checks and run sheet.

Event Catering and Food Service Planning: The Way Forward

The event catering plan first informs the final confirmed number given to the caterer, the decision that drives cost and waste. Planners and kitchen leads use it to align orders and staffing. After its first use, revisit the attrition allowance and portion standards against actual consumption, so the next forecast for a hotel gala or corporate summit improves.