

2018



MANAGEMENT DEVELOPMENT PROGRAMME

FOOD & BEVERAGE



COURSE DATES
12 - 16 November 2018

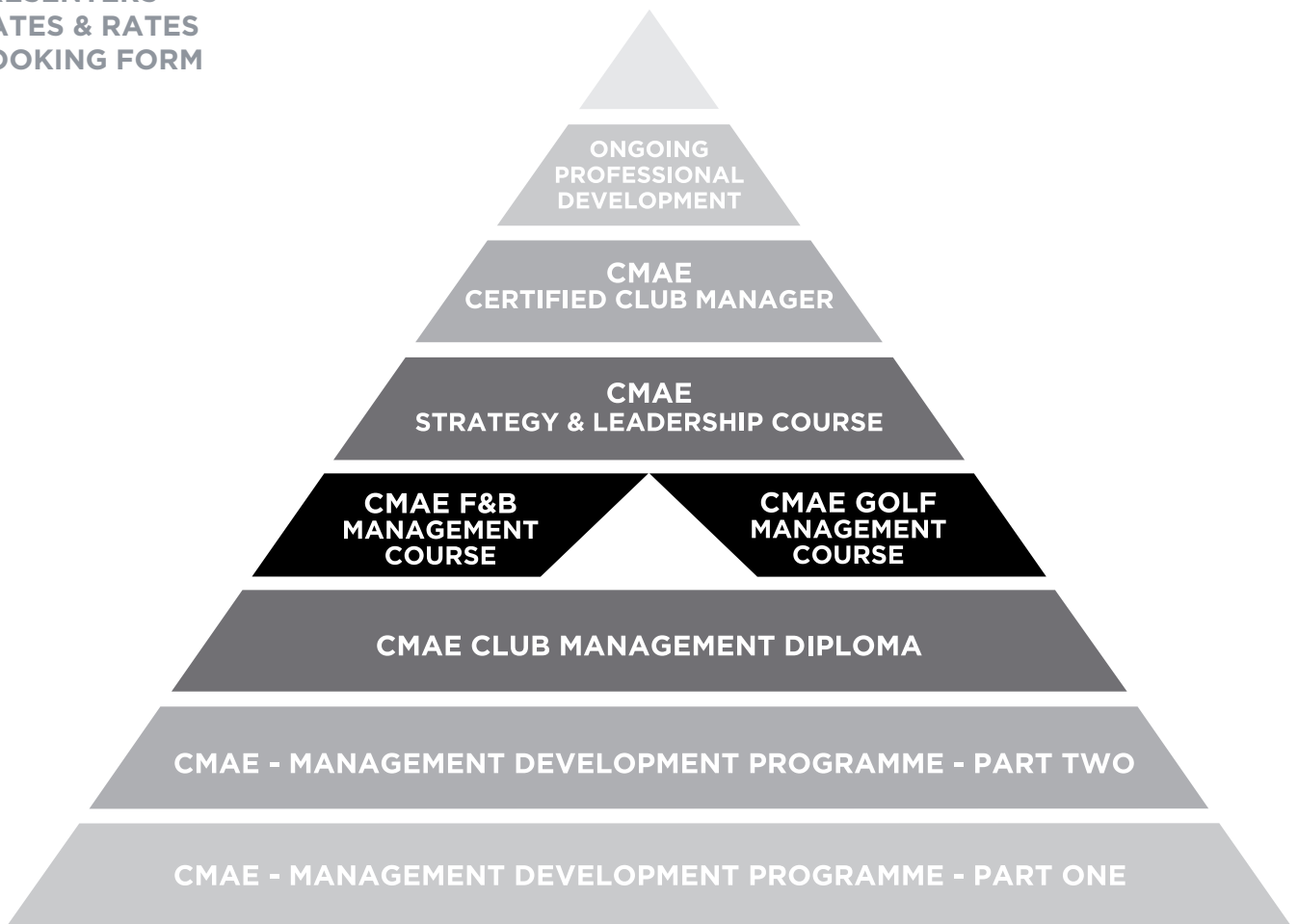
MANAGEMENT DEVELOPMENT PROGRAMME

VENUES

Sol Marbella Estepona Hotel and
Les Roches International School of Hotel Management
Valderrama Golf Club, Sotogrande, Cadiz, Spain

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These courses form the first building blocks for those who wish to work towards taking their CCM exam.

**Full details can be found by following the link below:
www.cmaeurope.org/education/mdp**



Get to the top of your game...

OVERVIEW

MDP FOOD & BEVERAGE

This exciting next step on the MDP Pathway aims to develop the delegates Food & Beverage knowledge to improve the hospitality experience at their Club. The tools will be provided to manage and raise standards in front of house operations, controlling costs, driving sales and to be able to work closer to their team to achieve better results. This program is applicable to Clubs with all levels of turnover and those working with contract caterers.

How the Food & Beverage experience plays a vital role and key to success in a Club environment.

The costings breakdown, margin and how to turn your bar/catering into a profitable operation in conjunction with your team or contract caterer.

Stocktaking and its role in ensuring that your margin is protected.

Key elements of Menu Engineering & Design focusing on local produce & provenance to increase your sales and get the feel good factor.

How Health & Nutrition plays an important part in today's modern lifestyle and how to communicate this to your Members through your menus.

Effective plate presentation and standards with tools and experience.

A practical experience of cooking a meal from start to finish within a large kitchen and understanding the pressures of the kitchen environment.

HACCP Legislation for the Club Manager and how to run a compliant kitchen.

Important steps and planning to ensure that you have a successful event at your Club.

Getting the most from the Wine List, educating your team to upsell from House Wine!

Achieve more sales and margin from selling a quality coffee and tea product to your members.

How to get buy in from your team to deliver a higher standard at your Club and to change old habits.

Marketing and communicating to your membership your enhanced food & beverage offering.

Manage and analyze feedback fairly to constantly drive forward your product and get results.

Delegates will be working on creating an action plan based on their learning and networking during the course of the week with the goal to be able to return to their Club and have the tools to implement short, medium and long term improvements.



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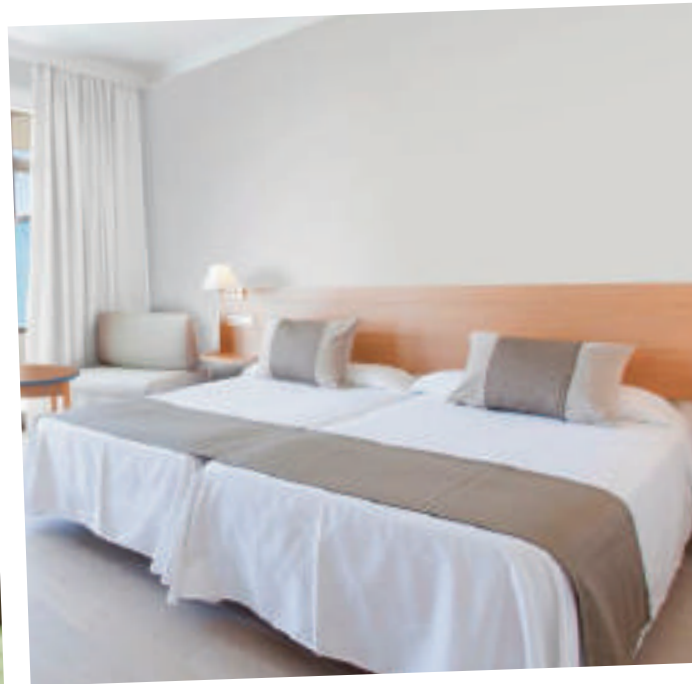
VENUE

Sol Marbella Estepona Hotel Les Roches International School of Hotel Management Marbella, Spain

With a privileged beachfront location and stunning sea views, the Sol Marbella Estepona · Atalaya Park offers a wide range of facilities, services and activities for all the family.

Totally renovated resort located on the beachfront between Marbella and Estepona. Only 6 km from Puerto Banús, 12 km from Marbella and Estepona and their pretty seafront promenades, and 65 km from Malaga airport.

New Splash Park and children's play area with adventure zone for our younger guests. Excellent and varied international and local dining options in our restaurants and bars. 3 pools, 50,000 m² of gardens, two 18-hole golf courses and sports facilities for all the family.



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PRESENTERS

The MDP pathway has been designed by the club industry for the club industry. The curriculum is delivered by external specialists with a history of working in the club industry and experienced qualified Club Managers.

THE CURRENT TEAM OF PRESENTERS FOR THE MDP F&B COURSE IS AS FOLLOWS

Steven Brown - Information

herrinn@aol.com

Torbjorn Johansson - CMAE

torbjorn.johansson@cmaeurope.org

Les Roches International School of Hotel Management

www.lesroches.es

Javier Reviriego - Real Club Valderrama

gm@valderrama.com

Michael Braidwood, Education City Golf Club

mbraidwood@qigolfclub.com

James Burns, CMAE Education Policy Board Chairman

james.burns@cmaeurope.eu

Presenters subject to availability

PRICES

Dates	Full Rate	Member Rate
12 - 16 November 2018	£1,550	£1,400

SEE NEXT PAGE FOR DETAILS

EUROPEAN CONFERENCE SUPPLEMENT

4 additional nights conference package	€500
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CANCELLATIONS & AMENDMENTS TO YOUR BOOKING

- All requests for cancellations and/or transfers must be received in writing.
- Changes will become effective on the date of written confirmation being received.
- The appropriate cancellation charge will apply based on the cost of your booking, as shown below.
*excluding extenuating circumstances which will be charged at CMAE's discretion.

CALENDAR DAYS NOTICE BEFORE THE START DATE OF THE COURSE	REFUND APPLICABLE
29 calendar days or more	Full refund minus a £30 plus VAT administration fee
Between 15 and 28 calendar days (inclusive)	50% refund minus a £30 plus VAT administration fee
Between 1 and 14 calendar days (inclusive)	No refund will be given
Failure to attend	Treated as late cancellation and no refund given

- In the event of an individual named on the booking form cannot attend, we will accept substitution of another delegate on the condition that written notification of the substitution has been received by us prior to the course date and an administration fee of £30 plus VAT has been paid.
- If the individual named on the booking form is unable to attend, and cannot or does not wish to transfer their place to another candidate, a percentage of the fee paid may be accepted as payment towards a place on the same or another course that takes place within 12 months following the originally booked event.



MANAGEMENT
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BOOKING FORM



NAME: (BLOCK CAPITALS PLEASE)

CLUB: (BLOCK CAPITALS PLEASE)

POSITION AT CLUB:

CONTACT TEL:

E-MAIL:

CMAE MEMBERSHIP No:

PLEASE SELECT ONE OF THE FOLLOWING OPTIONS:

FOOD & BEVERAGE MANAGEMENT
12 - 16 NOVEMBER 2018

PLEASE SELECT RELEVANT PRICE OPTION:

FULL RATE - £1,550
INCLUDES COURSE, COURSE MATERIALS, ACCOMMODATION, BREAKFAST AND MIDDAY MEAL

CMAE MEMBER - £1,400
INCLUDES COURSE, COURSE MATERIALS, ACCOMMODATION, BREAKFAST AND MIDDAY MEAL

SUNDAY NIGHT ACCOMMODATION SUPPLEMENT - €80
PLEASE LET US KNOW IF YOU REQUIRE ACCOMMODATION
ON THE MONDAY NIGHT BEFORE THE PROGRAMME

EUROPEAN CONFERENCE SUPPLEMENT

4 NIGHTS PACKAGE - €500

RATES INCLUDE ALL COURSE MATERIALS, ACCOMMODATION, BREAKFAST, MIDDAY MEAL

PAYMENT METHOD: **CHEQUE** **BACS** **INVOICE TO CLUB**

PAYING BY CHEQUE

PLEASE MAKE PAYABLE TO **CMAE**

PAYING BY INVOICE

PLEASE SELECT THIS OPTION IF YOUR CLUB IS PAYING AND REQUIRES AN INVOICE.

CREDIT/DEBIT CARD PAYMENTS

PHONE KAREN ON 02476 414 999 EXT. 211
TO SUPPLY THE CARD DETAILS

PAYING BY BACS

ACCOUNT NAME: CMAE

SORT CODE: 60-08-15 **ACCOUNT NO:**
59190000

BIC: NWBKGB2L

IBAN: GB81NWBK60081559190000

REFERENCE: PLEASE USE 'MDP-
YOUR FIRST INITIAL-LAST NAME

Bookings are not guaranteed until payment is received in full.

Please read the information on cancellations and amendments on page 5.

TO BOOK, PLEASE RETURN FORMS & ANY CHEQUE PAYMENTS TO:

Debbie Goddard

Association Manager - CMAE

Office 8, Rural Innovation Centre Avenue H

Stoneleigh Park, Warwickshire CV8 2LG

Tel: +44 (0) 2476 692359 Email: debbie.goddard@cmaeurope.eu

Bookings are not guaranteed until payment is received in full.

Please read the information on cancellations and amendments on page 10.



CMAE European Conference on Club Management 2018: THE JOURNEY

MARBELLA | 18TH - 20TH NOVEMBER 2018

**ONE OF MANY TALENTED PRESENTERS
WILL BE THE ORGANISATION EXPERT
AND FUTURIST TROED TROEDSON**

EXCEPTIONAL EDUCATION SESSIONS WITH
LEADING CLUB INDUSTRY EDUCATORS, GALA
DINNER & GOLF AT REAL CLUB VALDERRAMA



ENJOY A WONDERFUL HOLIDAY IN THE SUNSHINE IN MARBELLA

With a privileged beachfront location and stunning sea views, the Sol Marbella Estepona - Atalaya Park offers a wide range of facilities, services and activities for all the family. Totally renovated resort located on the beachfront between Marbella and Estepona.

Only 6 km from Puerto Banús, 12 km from Marbella and Estepona and their pretty seafront promenades, and 65 km from Malaga airport. New Splash Park and children's play area with adventure zone for our younger guests.

Excellent and varied international and local dining options in our restaurants and bars. 3 pools, 50,000 m2 of gardens, two 18-hole golf courses and sports facilities for all the family.



LIMITED AVAILABILITY

CONFERENCE RATE €595
**INCLUDES 2 NIGHTS ACCOMMODATION,
ALL EDUCATION SESSIONS, LUNCH AND GALA DINNER**
REGISTER NOW debbie.goddard@cmaeurope.eu

BENEFITS OF CMAE MEMBERSHIP

Eligibility to gain the Club Management Diploma and coveted Certified Club Manager (CCM) designation

Only CMAE members can apply to sit the Club Management Diploma and CCM exams, and in doing so, join the elite group of club managers from all over the world that have demonstrated a detailed and in-depth knowledge of their chosen profession.

Access to education opportunities

The CMAE, together with our regions and affiliate partners across Europe regularly stage one and two-day educational events, from workshops and seminars to conferences. CMAE members will enjoy being welcomed at any of these events, giving access to an unrivalled network of educational opportunities.

Biannual conferences

CMAE organises a biannual conference for its European members to compliment the annual CMAA World Conference. In 2016 our Annual Conference will be held in London in conjunction with CMAA's BMI International event. In addition, CMAE members who are MDP delegates gain complimentary registration to the CMAA World Conference which represents a saving of \$950!

The Global network of club managers

Membership of CMAE gives you the chance to meet and build relationships with colleagues doing the same jobs at clubs all over Europe, and also in the USA, Canada, South Africa, Australia, China and other regions of the world. These relationships can be, not only personally beneficial, but also for members of your club. You can help them perhaps visit and experience some of the great clubs of the world, and this will assist you, as their club manager, to establish yourself as the professional club manager and the source of expertise and knowledge in your field.

Members' zone on CMAE website

Our members' zone on our website allows members to track their education credits as well as using it as an educational resource to access a host of 'best practice' articles, white papers and benchmarking articles on club operational procedures. industry matters.

Online Business Networking and Support

We invite all CMAE members to participate in our business networking group in LinkedIn – exclusively for CMAE members. This group will enable you to share thoughts and ideas with other CMAE members, ask for help and support or start discussions and debates on issues of the day.

CMAE e-newsletter

All CMAE members receive ClubNetworker, our monthly e-newsletter which is packed full of information and news about the activities of the CMAE, regions and affiliate partners, industry news and jobs, events diary and much more.

Clubhouse Europe Magazine

CMAE members receive a free hard copy of our quarterly magazine, Clubhouse Europe which has the latest industry updates and advice.

Career opportunities service

With the help of our partners CMAE provides members with access to job opportunities, careers advice and most recently, the ability to advertise for staff free of charge on the web.

Access to other clubs

Perhaps one of the most undervalued benefit is that, as a CMAE member, you will be welcomed at the vast majority of clubs around the world.

Get to the top of your game...