

# MANAGEMENT DEVELOPMENT PROGRAMME



FOOD & BEVERAGE  
MANAGEMENT

08-12 MAY 2022



دبي لـجولف  
DUBAI GOLF



## COURSE DATES

### MDP FOOD & BEVERAGE

08-12 May 2022

## VENUE

### HOTEL

Park Hyatt Hotel  
Dubai Creek Club Street  
Dubai, United Arab Emirates

### CONFERENCE

Dubai Creek Golf and  
Yacht Club  
P.O. Box 6302  
Dubai, UAE

# MANAGEMENT DEVELOPMENT PROGRAMME



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](http://www.cmaeurope.org/education/mdp)



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.

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

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

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.



# PARK HYATT HOTEL/ DUBAI CREEK GOLF & YACHT CLUB

VENUE

## Park Hyatt Hotel

The meeting rooms within the Dubai Creek Golf and Yacht Club provide a superb environment for the delivery of a modern business education course, with full flexibility for the varied styles of tuition and team-working. The Club has free Wi-Fi Internet access throughout. Accommodation is at the beautiful Park Hyatt which sits on the bank of the Dubai Creek and adjacent to the golf club.

By prior arrangement directly with the hotel it is possible to book on the Saturday night immediately before the course, at the delegate's own expense, to ensure a prompt and stress-free start on the Sunday morning.

Opposite the course venue Dubai Golf & Yacht Club. Daily Shuttle available.

## Dubai Creek Golf & Yacht Club



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# TESTIMONIALS

The MDP Food & Beverage course was sensational. It provided so much information and guidance for running all types of club catering operations, and I have an enormous list of potential improvements to work on. The course is great value and I highly recommend it to anyone working in a club that serves food & beverages!" **Richard Pennell CCM**

"MDP F&B was a real eye opener as to how much attention to detail goes in to top quality service. The week was a real think tank and a huge amount was learnt from the speakers, the prestigious venues and fellow colleagues that were present. The course is a must for anyone who wishes to take their F&B standards to the next level." **Adam Walsh CCM, General Manager at Sunningdale Golf Club**

"What a wonderful week for the MDP F&B course. It really was a great insight into the side of the business that I am less familiar with and was a bonus to spend the week with such a fantastic bunch of people. Thank you CMAE!" **Stephen Hubner, Director of Golf Operations, Jumeirah Golf Estates**

"As always being on a MDP course has exceeded my expectations. The Food and Beverage Management programme has been a great mix of theory and practice which has, of course, developed "immensely" my knowledge within the matter. As well expanded my network connections, getting to know Club managers from all over the world and sharing experiences is something inexplicable. Joining the CMAE tribe and taking part of their education programme has been one of the best decision I have ever made!" **Debora Drago CMDip, Operations Manager, Army & Navy Club**

"What an amazing week! A 5 star experience and lots of hands-on learning. Every Club Manager should make this a priority in their further education pathway." **Ben Hatch, General Manager, Thonock Park Golf Club**



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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.

Steven Brown – Innformation

herrinn@aol.com

Torbjorn Johansson - CMAE

torbjorn.johansson@cmaeurope.org

Michael Braidwood CCM, Education City Golf Club

mbraidwood@qigolfclub.com

James Burns CCM, Milltown Golf Club

james.burns@cmaeurope.org

Duncan Fraser-Smith, Cutting Edge Hospitality Agency Duncan.Fraser-Smith@thefirstgroup.com

*Presenters subject to availability*

# PRICE

| MDP F&B - 08-12 May 2022                 | CMAE Rate | Full Rate |
|--|-----------|-----------|
| Residential (5 nights, single occupancy) | £1,800    | £1,980    |
| Non-residential                          | £1,200    | £1,380    |

## CANCELLATIONS AND AMENDMENTS TO BOOKINGS

- 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 be applied to the cost of your booking, as shown below.
- Any extenuating circumstances will be considered, at CMAE's discretion.

### CALENDAR DAYS NOTICE BEFORE THE START DATE OF THE COURSE

29 calendar days or more

Between 15 and 28 calendar days (inclusive)

Between 1 and 14 calendar days (inclusive)

Failure to attend

### REFUND APPLICABLE

Full refund minus a £30 plus VAT administration fee

50% refund minus a £30 plus VAT administration fee

No refund will be given

Treated as late cancellation and no refund given

- In the event that 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 individual, then a part of the fee paid (after deduction of any relevant cancellation fee) 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.

# BOOKING FORM

MANAGEMENT  
DEVELOPMENT  
PROGRAMME

**NAME:** (block capitals please)

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**CLUB:** (block capitals please)

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**POSITION AT CLUB:**

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**PHONE NUMBER FOR WHATSAPP:**

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**E-MAIL:**

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**CMAE MEMBERSHIP NO:**

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**PLEASE SELECT ONE OF THE FOLLOWING OPTIONS**

**MDP - FOOD & BEVERAGE MANAGEMENT**

08-12 May 2022

**PLEASE SELECT RELEVANT PRICE OPTION:**

**RESIDENTIAL**

Includes course, accommodation & all course materials

**CMAE Rate - £1800**

**Full Rate - £1980**

**NON RESIDENTIAL**

Includes course & all course materials

**CMAE Rate - £1200**

**Full Rate - £1380**

**ACCOMMODATION SUPPLEMENT - £110**

Please let us know if you require an additional night

**Friday 6th May**

**Thursday 12th May**

**PLEASE SELECT PAYMENT METHOD:**

**BANK TRANSFER**

**CREDIT / DEBIT CARD**

**Bookings are not guaranteed until payment is received in full.**

**Please read the information on cancellations and amendments on previous page.**

**PLEASE RETURN BOOKING FORMS TO:**

office@cmaeurope.org

# RULES OF ATTENDANCE

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When attending a Management Development Programme for CMAE there is a demand of being present in the room during the 5-day programme. A delegate needs to attend each session in order to get credits for the entire week.

## **Expected circumstances**

If a delegate knows that he/she will be away for any reason during the week (more than 1 minute), he/she needs to inform the facilitator before starting the course on day 1. It could be communicated with the CMAE office and in certain cases rules could be agreed upon between CMAE and the delegate to make up for the lost time due to the expected circumstances. More than 60 minutes will be dealt by on individual basis depending on what day of the week and the content of that day. Decision will lie with Director of Education.

## **Unexpected circumstances**

As problems/issues can happen during 5 days (or before and after), the delegate might have unexpected circumstances with health issues, transport or family problems that must be dealt with. In those occasions, MDP facilitator will be responsible to make a plan together with the delegate to solve any issues that might occur from this unexpected issue.

## **Leaving early / Arriving late**

CMAE is running a 5-day-programme and you are expected to attend from start to finish. The delegate must look at the starting time as well as the finishing time and is not allowed to leave early (or arrive late) because of then disturbing the education and all delegates on the course. If something is planned – see “Expected circumstances”. Travel problems – see “Unexpected circumstances”.

## **Consequences of not attending**

If for any reason not communicated before or see “unexpected circumstances” the delegate misses more than 60 minutes of the content, he/she will not get the certificate for the week.



# CMAE CORONAVIRUS (COVID) POLICY

## General infection control rules:

- Avoid physical contact
- Keep 2 metres apart where possible
- Wear a face cover when standing up or moving around
- Avoid altering classroom layout
- Wash your hands for at least 20 seconds after using the toilet, before / after eating, and if you cough/sneeze into your hands. You can also use the sanitisers which are available for use at every table
- Cough/sneeze into your sleeve, preferably into your elbow. If you use a tissue, discard it properly and clean/sanitize your hands immediately.
- Open the windows regularly to ensure open ventilation.
- Avoid touching your face, particularly eyes, nose, and mouth with your hands to prevent from getting infected.
- If you find yourself coughing/sneezing on a regular basis, avoid close physical contact with others, take extra precautionary measures (such as requesting sick leave), and book a PCR test asap.
- Be mindful of others

## Travelling/commuting measures:

- Delegates are encouraged, where possible, to use their private vehicles to travel to the events. When this is not possible, please follow all public health guidelines with regards to travelling on public transport and also follow the General infection control rules as set out above
- Ensure you are compliant with all quarantine requirements following international travel
- Where sharing a car, we recommend the following:
  - Occupants should wear face covers
  - Occupants should not sit side-by-side
  - Windows should be slightly opened
- If you normally commute to the office by public transportation and do not have other alternatives, we kindly recommend you to – if possible - to work from home as a precaution the week before the course.
- If you are planning to travel voluntarily to a high-risk country with increased COVID-19 cases close to the course, we kindly ask you to work from home as many days as possible before the CMAE course.

Any failure to comply with this policy may result in you being asked to leave the course.