



## **Executive Development Programme 2016**

**in cooperation with the Cornell University  
School of Hotel Administration**

**Planning for Profits — Food and Beverage  
Multi-unit Foodservice Operations**



**Cornell University  
School of Hotel Administration**

# Sydney Executive Development Programme

## Planning for Profits — Food and Beverage Multi-unit Foodservice Operations

Programme A (QT Hotel, Sydney)

Tuesday May 24 – Wednesday 25, 2016 (09:00 — 16:00)

Programme B (Grace Hotel, Sydney)

Thursday May 26 – Friday May 27, 2016 (09:00—1600)

This practical programme is designed to increase the bottom line in trading with emphasis and inclusion of the following points:

- To improve guest flow-through and enhance operational efficiency using restaurant revenue management techniques
- Control the Cost of Sales on Food & Beverage by implementing a Control Strategy
- Provide an understanding of Employment Expenses and how to control same.

Using a combination of case study and group discussion, this course highlights and enhances the factors behind multi-unit foodservice operations management that lead to the successful planning and implementation of both short-term and long-term strategic initiatives.

### Topics Include:

- Creating a strategic mindset to improve decision making
- Factors that drive restaurant success and failure
- Market analysis, competitive analysis, and profit planning
- Menu planning and development for food and beverage
- Product development and food trend analysis

### Key Benefits

Participants will enhance their existing decision-making skills and managerial competencies needed to improve their ability to manage people and processes in complex service-based operations, including restaurants, hotels and retail. These learning activities will lead to a better understanding of broad-based market factors, in addition to the micro-markets in which the participants operate. The course highlights key, competitive elements that drive their successes as operators of service-based businesses, with an emphasis on multi-unit management.

### Certificate

All participants will receive a globally recognised Cornell School of Hotel Administration Certificate of Attendance.

# Your Host

## Alex Susskind, Ph.D. Associate Professor, Cornell School of Hotel Administration

Alex M. Susskind joined the faculty at Cornell's School of Hotel Administration in the Department of Food and Beverage Management in the Fall Semester of 1998.

He earned his Ph.D. in Communication from Michigan State University with cognates in organizational communication and organizational behavior where he also earned his MBA with a concentration in personnel and human relations. Professor Susskind earned his undergraduate degree at Purdue University from the Department of Restaurant, Hotel, and Institutional Management and is also a trained chef with a degree in Culinary Arts from The Culinary Institute of America in Hyde Park, New York.

Professor Susskind has worked as a chef for both independent and multi-unit restaurant companies in the food and beverage, lodging, and resort segments of the hospitality industry and continues to act as a food and beverage management consultant to hospitality operators across those segments of the industry.

Dr. Susskind's research is based primarily in organizational communication and organizational behavior. He is currently researching: (a) the influence of customer-service provider interaction as it relates to organizational effectiveness and efficiency from the perspective of guests, employees, and managers; and (b) the influence of communication relationships upon individuals' work-related attitudes and perceptions surrounding organizational events and processes such as teamwork and downsizing.

Professor Susskind's research has been published in leading hospitality-related journals such as the Cornell Hotel and Restaurant Administration Quarterly, the International Journal of Hospitality Management, the Journal of Hospitality and Tourism Research, and the Journal of Travel Research. His research has also been published in leading journals in the fields of communication and management such as Communication Research and the Journal of Applied Psychology.



Cornell University  
School of Hotel Administration

The School of Hotel Management was established in 1928 and provides leadership development across the globe. Programmes were first presented with TTA in Sydney in February 1988.



Tourism Training Australia was established in 1982 by the Tourism & Hospitality Industry and works closely with Tourism & Hospitality operators in all States / Territories to drive training forward. TTA is proud to continue its ongoing leadership association with Cornell University.

**Supported by:**



Tourism Accommodation Australia (TAA) represents the interests of the 24 Australian Accommodation Chains and over 800 individual members in the Hotel, Serviced Apartment, Integrated Resort, Motel and Vacation Ownership sectors. TAA is a division of the Australian Hotels Association, a federally registered organisation of employers representing hotels since 1836.



Restaurant & Catering Australia is the national association that leads and represents the interests of the 35,000 restaurants and catering businesses across Australia.



# Registration

Please select your programme options below:

Programme A (QT Hotel) **\$3500+GST**  
Tuesday 24 – Wednesday 25 May, 2016

Complete set of programme ware, teaching notes, conference files, stationery, food & beverage.

Programme B (The Grace Hotel) **\$3500+GST**  
Thursday 26 – Friday 27 May, 2016

Complete set of programme ware, teaching notes, conference files, stationery, food & beverage.

Title

Surname

Given name

Company

Position

Address

Suburb / Town

State  Postcode

Email

Phone  Fax

Charge the following credit card:

VISA  Mastercard  Amex (+3%)  Cheque

Please make cheques payable to NTITC

Cardholder name

Card number

Signature

Expiry date

Contact number

**Please complete one form per delegate and submit:**

by mail: GPO Box 2493, Sydney NSW 2001

by email: richard@tourismtraining.com.au

by fax: 02 9290 2002

**Cancellation Policy**

Full refund more than 30 days prior to the event. Substitute delegates are most welcome. Nil refund for less than 30 days notice when confirmed in writing.