

2018 Catersource Recap
Membership Opportunity Recipient – Tommie Murphy

Themes from Catersource 2018

- Being challenged & uninhibited
- What you see is not always what you get
- Seeing things in a different light
- Knowing your limitations and resources
- Looking/working outside the box
- Using a team of unique players to achieve your goals
- Train them how you want it and then let them succeed

Day 1 -

Alan Berg - "The Price is Right - tips for dealing with How Much?"

"88% of couples want to see pricing information, before they reach out to you. Whether it's in person, on the phone, via email, or on your website, handling pricing questions is a delicate art. Asking, "How Much...?" is a natural part of the buying process, so learning how to address it, no matter your service or product, regardless of price point, is critical to your business success. In this fast-paced presentation sales guru Alan Berg will help you navigate this subject with confidence—that confidence should lead to more appointments, and to more sales."

Choose to be the easier solution.

4 ways to handle pricing of events:

- tell them - be an open book with your pricing
- don't tell them - leave the pricing out
- give a starting price that is not so off the average
- use a realistic price range

In your proposals, be careful not to:

- use too many industry terms
- assume they know what you are referring to
- be too ambiguous
- mix up the personality types of your clients

Discounting vs. Negotiating your proposal pricing:

- If you are going to give a discount, get something in return
- Don't be offended if they ask for a lower price...you don't have to say yes!
- Don't give away the store - don't negotiate against yourself!

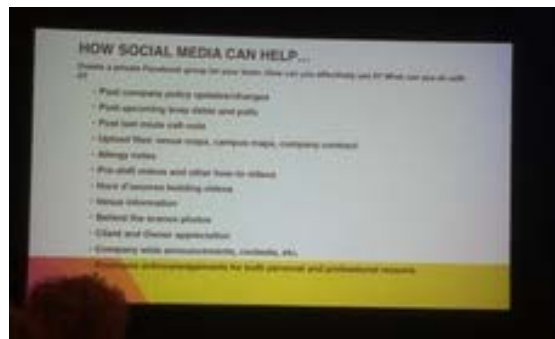
Melissa Tibben - "Don't sweep it under the rug - conflict resolution"

"How do you proactively resolve and prevent conflict in the workplace? Should your conflict resolution strategies be different for millennials than other age groups? "

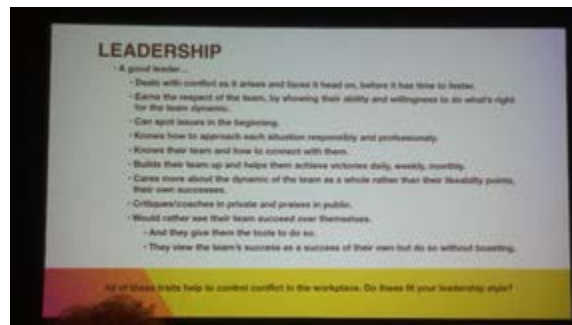
Conflict is unavoidable, but there is a difference between healthy and unhealthy conflict and getting to know the difference can help you create a safe and sane work environment. Cross train your departments so they understand the challenges each other is facing in their role. Over communicate at all levels of the event creation and execution with standardized documentation.

To help avoid conflict, be an open book with your business policies and communications by creating a Facebook group/social media site and post everything to it.

- Post company policy updates/changes
- Post busy dates & polls
- Post last minute call outs
- Upload files such as event plans, campus/venue maps, company contract
- Allergy notes for the event
- Pre-shift video/How-to video
- Venue information
- Hors d'oeuvres building video
- Behind the scenes staff photos
- client and owner appreciation
- company wide announcements
- employee acknowledgement for both personal and professional reasons



Be a good leader! - deal with problems and earn their respect!!!



WORKSTYLE DIFFERENCES & PERSONALITY CLASHES

You can't avoid it, but there are things you can do to head off conflict at the pass with these two.

- Implement a no complaining policy...

- • WHY? Because negativity begets negativity.
- • AND? Positivity begets positivity!
- • Unless a person's complaint directly affects the outcome of the event, the happiness of the client, or someone's immediate safety, instruct your team to direct complaints to HR, a complaint box, the event manager, owner or manager.

- Host quarterly team building events.

Tips and takeaways - face conflict Head-On!



The Keynote: The Spark and the Grind - Eric Wahl

"It's one thing to understand the importance of creativity to the success of your business, but what most people do not understand is how to put a structure in place so that innovation can find its way. The paradox of creativity is that *structure creates freedom*. Even the wildest minds—Beethoven, Kafka, Mozart, Picasso—required extreme orderliness and attention to detail so that they had the space and discipline to create. Join Erik in a dynamic and artistic keynote performance as he deconstructs the discipline of the creative process in order to ignite your ideas into action and help you develop the mental toughness required to navigate ambiguity and then master complexity in a rapidly changing business environment. Disruption is the new normal. Are you creating, or reacting?"

Eric Wahl challenged the audience to open our minds to the inner child within to allow us to create without inhibitions, to view the world without the structure and to take the chances that seem impossible or will challenge the ego. We live in a world where we care about what others think that keeps us from taking the leap to trying something new, something that will make us happy. Creating an environment that is open to experimentation and ideas will empower the individual and the team.



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Day 2.

Systems, Systems, Systems - Greg Hicks

Your system should align with your company's core values
Think about what can/should be executed and make a system out of it.
Systems need to be in writing for reference & training.

Where to start:

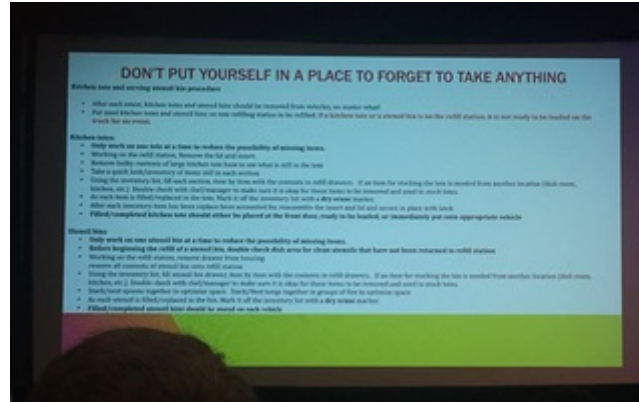
- What is the most pressing?
- What keeps happening over and over that drives you crazy?
- What needs improvement?
- Areas that could grow if you had time to fix the problem?

- Where is your business failing?

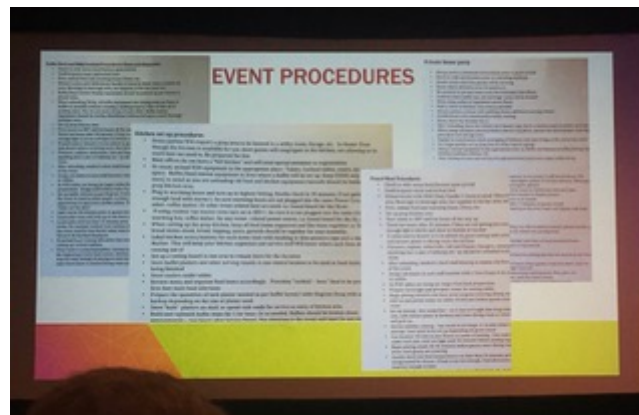
How to create a new system - write/document as you go, or, have someone follow you to document what is happening

Define the problem and defend the system that solves the problem.

Don't put yourself in a place to forget to take the pieces you will need for the success of an event. Create standardized checklists and event containers that go with every event.



Organize your storage spaces and always keep clean and stocked. Create directions/procedures for all aspects of the event.



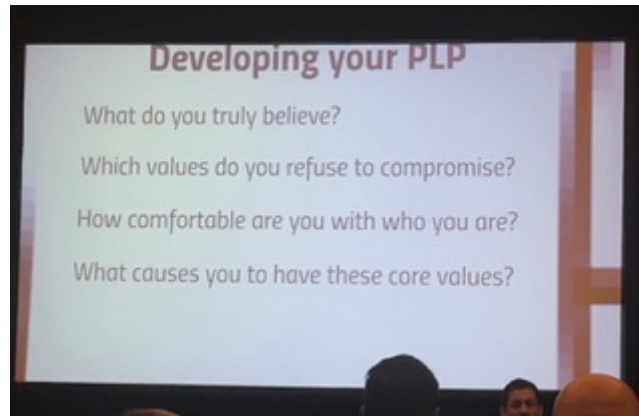
Benefits from instituting systems:

- Streamline workflow for everyone
- Removes you from the work getting done
- The work gets done your way
- Prevents hiccups/disasters
- Creates immediate accountability
- Creates your procedures/training manuals
- Allows for multiple event execution
- CREATES PEACE OF MIND!

Leading with Passion and Purpose to Maximize Employee Engagement - Anthony Lambatos

Create your PLP - Personal Leadership Philosophy

"When values are clear, decisions are easy"



What makes a bad leader...



Top leadership skills:



Anthony's PLP:

- Work hard & good things will happen
- see the best in people
- Lead by example
- choose to be positive
- inspire others to be awesome
- work doesn't have to suck, so make it fun
- challenge the status quo
- there is always more to learn and room to improve
- be open and honest

38% of new hires rank "fun place" to be a high priority for why they would work there, or why they would leave

Happy employees are more productive employees

Keys to building culture:

- Have a mission and values that are written, talked about often & celebrated
- Everyone knows what winning looks like
- Hire with purpose and commitment
- Train and empower team members to be able to make the important decisions
- What gets measured gets done
- Be transparent with where the organization is going
- Create a unifying graphic design logo that people can see & feel
- Have unique and unifying events for the staff
- Value people for more than the job they do
- Challenge the status quo

Trust - 60% of people say they would trust a stranger more than their boss

Building trust - "for people to follow you, they must trust and believe in you. For them to trust and believe in you, you must first trust and believe in them"

Effective Communication:

- face to face is most effective
- how you come across includes tone and body language
- Overcommunicate - If you don't tell them, they will make it up!

Give Praise & Listen



Tuesday -

Creating an Entrepreneurial Workplace - Michael Levein

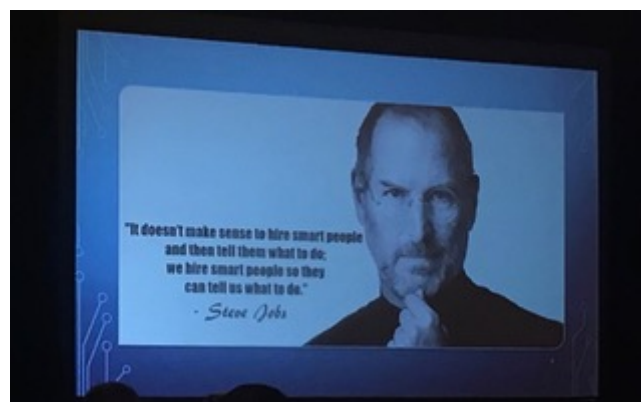
All managers are leaders, but not all leaders are managers!

Having a safety net:

- When things go wrong, it's not a performance issue, it's a learning experience
- Create parameters that have a safety net
- Allow staff/employees to succeed and fail (within parameters)

Set appropriate expectations

- Allow everyone to offer ideas
- Listen to the ideas
- Find a place that is special/makes the staff feel comfortable to share their ideas



Collaborate vs. Compromise - when is it appropriate to compete or compromise?

4 step processes for communication - L.A.C.E.

- Listen - listen to questions and concerns (do this in silence)

- Ask what else - let them unload everything
- Clarify - make sure you are clear about what they are saying
- Explore a collaborative solution - what works for everyone

10 keys to Entrepreneurial Success

- Patience & Perseverance
- Make a commitment
- Develop a business plan
- Establish your SMART goals
- Network
- Be your own boss
- Capitalize properly (budget x2)
- Get started - Just Do It!
- Do your homework
- Take the long way home