



# MDP

MANAGEMENT DEVELOPMENT  
PROGRAMME

## FOOD & BEVERAGE MANAGEMENT

14-18 APRIL 2025



## COURSE DATES

### F&B Management

14-18-April 2025

## VENUE

Royal Plaza Hotel  
Avenue Claude Nobs 7  
1820 Montreux  
Suisse



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)



# OVERVIEW OF F&B MANAGEMENT

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.

# ROYAL PLAZA MONTREUX

Located directly on the lakesides of Montreux, the Royal Plaza Montreux enjoys a unique surrounding offering panoramic view of Lake Geneva & the Alps.

You will love the comfort & atmosphere of our 155 rooms & suites, decorated in a classic or contemporary style. The majority of the rooms & all of the suites have a private balcony or terrace & a breathtaking view of the lake, providing unforgettable moments right on the lakeside terrace. Each room type has its own distinctive features but all offer similar amenities such as air conditioning, WiFi, an assortment of hot drinks, bathrobes, slippers, toiletries, etc...

With an extraordinarily mild climate, Montreux offers one of the most beautiful promenades in Switzerland along the lakesides of Lake Geneva.



# 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**

"The MDP Food & Beverage course was fantastic. The information and insight it gave in running all types of Clubs is extremely valuable. There was a huge amount of learning during the week and the balance between theory and practical was excellent. For anyone who is looking to improve their F&B knowledge and meet great people this course is a must" **Dayle Kelly, Deputy GM, The Club**

"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 CCM, Operations Manager, Roehampton 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**

# 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 – Information

herrinn@aol.com

GLION INSTITUTE of higher learning

Michael Braidwood CCM, CEO at Bruntsfield Links Golfing Society ceo@bruntsfieldlinks.co.uk

James Burns CCM, Club Benchmarking

jburns@clubbenchmarking.com

Ryan Bender – F&B Director – The Country Club of Virginia

*Presenters subject to availability*

# PRICE

| Course | Dates            | Full Rate | CMAE Rate | PEP Rate |
|--------|------------------|-----------|-----------|----------|
| F&B    | 14-18 April 2025 | £2900     | £2400     | £2650    |

## 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 | REFUND APPLICABLE                                   |
|--|---|
| 60 calendar days or more                                 | Full refund minus a £30 plus VAT administration fee |
| Between 30 and 59 calendar days (inclusive)              | 50% refund minus a £30 plus VAT administration fee  |
| Between 0 and 29 calendar days (inclusive)               | No refund will be given                             |
| Failure to attend  | 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



**NAME:** (block capitals please)

---

**CLUB:** (block capitals please)

---

**POSITION AT CLUB:**

---

**PHONE NUMBER FOR WHATSAPP:**

---

**E-MAIL:**

---

## PLEASE SELECT ONE OF THE FOLLOWING OPTIONS

**MDP FOOD & BEVERAGE MANAGEMENT**

14-18 April 2025

## PLEASE SELECT RELEVANT PRICE OPTION:

**FULL RATE £2,900** *(FOR NON-MEMBERS)*

Includes course, accommodation, CMAE membership, VAT & all course materials

**CMAE RATE £2,400** *(FOR CMAE MEMBERS / MEMBERS OF OUR ALLIANCE PARTNERS)*

Includes course, accommodation & all course materials

**PEP RATE £2,650** *(FOR MEMBERS OF OUR PREFERRED EDUCATION PARTNERS)*

Includes course, accommodation & all course materials

**SUNDAY NIGHT ACCOMMODATION SUPPLEMENT - £215**

Please tick this if you require accommodation on the Sunday night

## PLEASE SELECT PAYMENT METHOD:

**BANK TRANSFER**

**CREDIT / DEBIT CARD**

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

**PLEASE RETURN BOOKING FORMS TO:**

office@cmaeurope.org

# RULES OF ATTENDANCE

---

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.