

SWISS CONFERENCE ON RESTAURANT OPERATIONS AND SERVICE QUALITY



FBSTI SWITZERLAND



ABOUT FBSTI

TOP-NOTCH RESTAURANT TRAINING

Food & Beverage Service Training International is a Swiss Restaurant Management Academy specialized in Restaurant Management and outstanding gastronomy Service.

SWISS TOUCH & FRENCH "SAVOIR-FAIRE"

With a fine blend of the Swiss hospitality touch and the French gastronomy expertise we train the leaders and influencers of tomorrow's food industry.

We're dedicated to ensuring top-notch Restaurant Training is accessible and affordable to participants worldwide.



MESSAGE FROM THE CEO

Do you know who I am !?

I am the gentleman who waits patiently to be noticed and welcomed at the entrance of a restaurant while employees finish their private discussions.

I am the gentleman who remains seated and waits quietly while the waitresses do everything but take my order.

I am the gentleman who stands serenely at the hotel front desk while the receptionist is finishing playing Candy Crush game on his mobile phone or reading the newspaper.

Yes, you might say I am a nice guy.

You are right, but I am also the gentleman who never comes back and it amuses me to see you spending millions every year on advertising to get me back, when I was there in the first place and all you had to do was to show me a little attention.

Hospitality is a fast paced industry, constantly evolving. The best way to beat your competitors is to ensure your employees have the ability to perform and maintain exceptionally high level professionalism in their jobs. Training your staff in customer service will guarantee your guests will enjoy the best experience possible and depart only with plans to return.

Training is crucial in order to provide a consistent level of guest satisfaction over time.

Enhancing your present and future workforce by providing our tailored training will affect your business' ability to remain competitive.

If you want to remain a step ahead in this competition, FBSTI is the right solution.

Trust our Swiss expertise, our French "Savoir-Faire" and 30 years of successful accomplishments in the restaurant industry and in hospitality training.

We have tailored perfect and unique certified trainings so that your staff will be ready to meet the challenges of this dynamic industry with an innovating approach.

Christian CARGOUET
Founder and CEO
FBSTI

WHY CHOOSE A SWISS MANAGEMENT RESTAURANT ACADEMY?



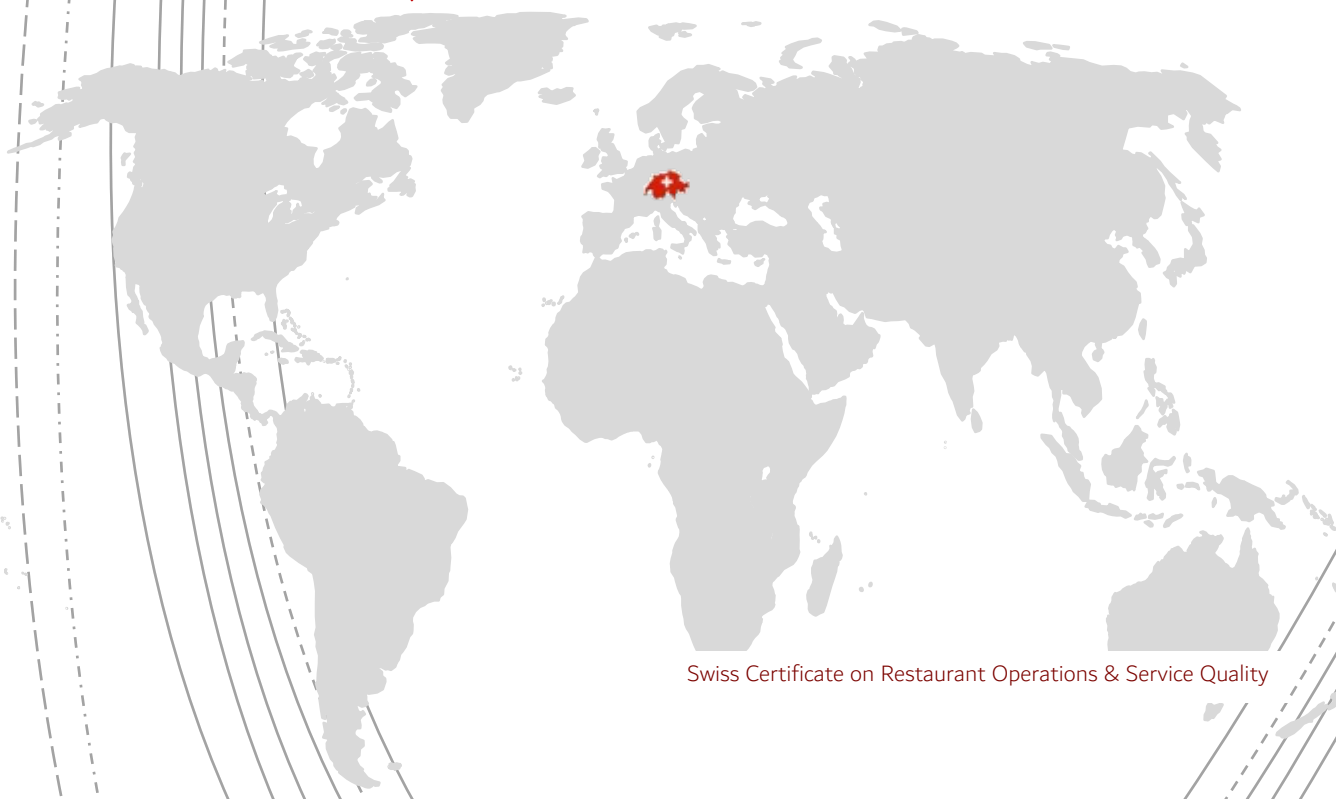
The birthplace of hospitality



Unequaled reputation for training the best
hotel and restaurant managers in the world



Join the «Swiss Educated» community



SWISS CONFERENCE ON RESTAURANT OPERATIONS





Our goal is to train participants in becoming fully qualified and capable of offering service to customers that meets international standard and expectations of the best establishments worldwide.



Participants will get a

SWISS CERTIFICATE IN RESTAURANT OPERATIONS AND QUALITY OF SERVICE

This one-of-a-kind conference run over two consecutive* days has been successful in many countries, and we continue to take it around the globe.

-  Gain sales technics to significantly impact Revenues
-  Perfect your communication with customer and team members
-  Master customer centricity
-  Develop your personal skills and attitude to be a recognized leader

LEARNING OUTCOMES



Advanced Sales technics



The Best of Customer Care



In-depth Product Knowledge



Service Standards



Communication Skills



Personal Appearance



Attitude & Behavior



Service Rules

OVERVIEW OF THE CONFERENCE

DAY 1

Speaker Presentation
Introduction to hospitality industry
Actors & interrelationship
Time management
The extra miles
Team building & leadership
Personal appearance
Body language
Attitude & behavior
Develop individual motivation
Product knowledge
Mise en place
Restaurant and service standard
Service rules, structures & methods
Advanced service
Customer care

DAY 2

Identify & adapt to type of customers
Understand customers and determine their needs
Personalized communication
Exceed customers' expectations
First & last impression
Adopting a unique approach
Handling difficult customers
Manage complaints
Internal & external communication
Customer interaction
Sales technics
Reducing expenses & cost
Manage wastage, handling equipment
Evolution of the tourism industry
Conclusion of conference

WHO SHOULD ATTEND ?

This conference is designed for professionals from all food-related industries:

Professionals in many positions will benefit from attending this conference:

F&B Operations

Waiter / Waitress / Maître d'hôtel

Catering

Restaurant Manager / F&B Manager

Hotels & Restaurants

Assistant Restaurant Manager

Event

Food Outlet Supervisor

Hospitality Students

Owners and future business owners



WHY SHOULD YOU ATTEND ?

-  Pierce through the glass ceiling
-  Develop high level peer recognition
-  Increase referrals & recommendations
-  Extend your professional network
-  Build solid ground for future promotions
-  Increase your profitability
-  Become eligible to managerial positions
-  Grow your leadership aura and influence

You long for a successful career? You aspire to climb the professional ladder?

TAKE ACTION. CREATE YOUR OPPORTUNITIES. INVEST IN YOURSELF. FAST-TRACK YOUR CAREER TODAY.

Get a:

SWISS CERTIFICATE IN RESTAURANT OPERATIONS AND QUALITY OF SERVICE.



TRAINING YOUR STAFF COST OR INVESTMENT?



Employee Satisfaction

When your employees feel that you cares about their development, they are more likely to be satisfied with their jobs.

Customer Loyalty



If your employees are satisfied, they will be happy to work and your clients will be more satisfied.



Improve ROI

Reduced costs of errors, wastage, increased sales or improved customer lifetime value, all this will ultimately improve your bottom line.

Employee Engagement



Engaged employees are more productive for, and more loyal to their company.



Retention Rate

It costs an average of nine months salary, to replace an employee. Investing in staff development will save a lot in employee turnover.

Social Media Reputation



Turning your employees into genuine promoters of your company is the best promotional investment your can make.

TRUST AN EXPERIENCED LECTURER

30 years of international experience in the restaurant and hotel industry
Lecturer in the best Hospitality Management School in the world (EHL)
15 years of experience as Hospitality Lecturer (IHTTI, SEG, GRETA)
Expert in Food & Beverage Operations

- ◆ Certified Hospitality Educator AHLEI
- ◆ Instructor of supervision in the hospitality industry, AHLEI
- ◆ Craft Trainer Award (CTA)
- ◆ BTS in Hospitality Management (FR)
- ◆ Customer Behavior Specialist
- ◆ Leadership Instructor
- ◆ Cigars Expert, Cheese Expert
- ◆ Mixology Bar and Tending
- ◆ Health and Hygiene Certificate



FBSTI is recognized Swiss Hospitality Education by the Swiss government
(IDE: CHE-340.257.073)

TAILOR-MADE WORKSHOPS

LET YOUR HUMAN CAPITAL BECOME YOUR COMPETITIVE ADVANTAGE

FBSTI is experienced to provide a wide range of professional trainings, workshops and conferences adapted to all positions.

From one day to a week, we will be delighted to develop a workshop which will specifically fit your particular needs.

All our courses have received professional certification and globally recognized certificates.

FBSTI will adapt according to your organizational constraints in order to have as less impact as possible on your company's operation.

Samples of topics which can be covered

- 🏠 Service Organisation
- 🏠 Product Knowledge
- 🏠 Upselling & sales technics
- 🏠 SOP's
- 🏠 Communication
- 🏠 F&B management
- 🏠 Customer Service
- 🏠 Customer Experience
- 🏠 Banquets & Events



OUR INSTITUTIONAL PARTNERS



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