



Hospitality Courses at LMC

Lancaster & Morecambe College have successfully secured European Social Funding to support employees of all ages to develop effective skills within the Hospitality industry. The Leading Lancashire Project works with SMEs and the self-employed to develop skills in hospitality and management.

Managing the Customer Journey

Wednesday 27 April 2022 • 10am-3pm

The course investigates the 4 factors that influence a customer's experience of your organisation.

- Identifying all the touch points when a customer interacts with an employee
- Explore how to make those touch points a positive and unique experience for the customer
- Recognise where log jams occur in service that prevent the touch points being a positive experience
- Through the internal customer principle identify how to overcome the log jams

By the close of the course participants will have an action plan on how to improve and manage their customer's journey

Recruiting for the Hospitality Industry (Hotels, Bars and Restaurants)

Wednesday 11 May 2022 • 1pm-5pm

2022 is proving to be the most difficult recruitment market for the hospitality industry in decades. There are less employees available and those who are available, are more discerning in who they will work for.

The course will investigate where candidates look for work, what channels they use and how they find out about how you are perceived as an employer.

In addition, the course explores what candidates are looking for, not just in terms of salary and benefits, but areas such as having control of their work/life balance, the social element of work, community, having a voice within their organisation and opportunities to grow and develop. How can the industry adapt to these challenges, what are the new ways of thinking and what can you change?

Establishing Standards and Training in the Hospitality Industry (Hotels, Bars and Restaurants)

Wednesday 25 May 2022 • 10am-3pm

Standards and their consistency are essential to any Hotel, Bar and Restaurant in developing and maintaining reputation – but how to achieve it. The course covers how to set standards initially, then how to develop the tools to ensure standards are delivered. Once standards are set, the course then explores how to recruit, induct, train and monitor them.



Train the Trainer for the Hospitality Industry

Wednesday 8 June 2022 • 9.30am-5pm

Now, more than ever, hospitality is reliant on employees who have no previous experience of the industry. Effective training is essential if standards are to be maintained. The course includes developing skills list by position, effective induction and onboarding procedures and one to one training skills.

Developing Food & Beverage Teams to Sell

Wednesday 22 June 2022 • 10am-3pm

Once a customer has chosen to visit your organisation, they have already made the decision to spend money with you, but how much they spend relies on your food & beverage service teams. Increasing average spend can be natural and fun, just takes a little effort.

The course is aimed at Food & Beverage / Restaurant Management and will provide the skills and knowledge for them to be able to coach their employees to sell. Participants will leave the course with a number of exercises / tools to develop their team's skills from building customer rapport, recommending food & drink to maximise spend, though to identifying and passing on sales leads

Our Leading Lancashire staff:

Margaret Brennan: Leading Lancashire Trainer

Hospitality Experience: 20+ years

Previous Jobs:

Margaret began her career with the Hilton group as an Operational Manager in Food & Beverage. From here she progressed into a training role, which lead to a number of hotel, regional and then national training roles for the Hilton International.

Following on from this role Margaret was appointed as the Tourism Training Manager for Scottish Enterprise, and then National HR & Development Manager for Glendola Leisure Bars & Restaurants.

Margaret is now sharing her knowledge and experience as a Leading Lancashire trainer here at Lancaster & Morecambe College.

Find out more:

For further information, please call the team on **01524 521608** or email c.shaw@lmc.ac.uk

lmc.ac.uk/leadinglancashire.

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