

# Tips and traps in menu selection – getting it right every time



One of the most memorable aspects of any event is the food. The right menu can help to set the tone for the event and convey a level of professionalism and attention to detail that leaves a lasting impression. With such a range of client event options incorporated into the marketing mix, how can you ensure you get it right every time?

For QALFM's first event of 2009, experienced corporate caterers Craig Fox and Chris Cole will share their insider's perspective on planning the right menu for your next client event and share industry tips and traps, focussing on:

- Dealing with dietaries;
- Food and wine matching;
- Engaging clients through alternate function styles;
- Catering in the current economic climate.

## Our Presenters

Wine & Dine'm Catering director Craig Fox and event consultant Chris Cole have 15 and eight years' experience in the Brisbane catering industry respectively. Since 1999, Wine & Dine'm has been catering for a range of events in venues from offices to private residences to large offsite locations, from 10 to 2000 people.

Since then, Wine & Dine 'em have been appointed exclusive caterers to QPAC, UQ Business School downtown and preferred caterers with Riverlife, Brisbane powerhouse and The State Library of Queensland.

**Date:** Wednesday, 25 March 2009

**Time:** 5.30pm for 5.45pm start

**Venue:** Carter Newell  
Level 13  
215 Adelaide Street Brisbane

**Members:** Free

**Non-Members:** \$20 (GST exempt)

**RSVP:** Tiah Miller  
tmiller@mcw.com.au  
or 3231 0654  
Monday, 23 March 2009

## Registration

*As QALFM is a non-profit organisation, no GST has been charged for this event. This document once completed is your official receipt of payment.*

Member *Free*       Non-member *\$20*

Guest/s: 1. \_\_\_\_\_ 3. \_\_\_\_\_  
          2. \_\_\_\_\_ 4. \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Postal Address: \_\_\_\_\_

**For non-members:**  Cheque to QALFM enclosed for \$ \_\_\_\_\_

I have direct debited to QALFM (BSB: 084-004 Acc No: 67-978-3506) for \$ \_\_\_\_\_

**Payment and guest names must be forwarded to QALFM four (4) days prior to the event.**

QALFM  
GPO Box 536, Brisbane Qld 4001

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