



旅遊學院  
INSTITUTO DE FORMAÇÃO TURÍSTICA  
Institute for Tourism Studies



## Executive Development Programme Food & Beverage: Successful Concepts & Durable Development

「餐飲業成功的概念與持續發展」高級管理課程

10 – 11 April 2018

Put two of the most prestigious hospitality education institutions in your resume!

Institute for Tourism Studies (IFT) and Lausanne Hospitality Consulting, an Ecole hôtelière de Lausanne subsidiary (EHL, the world's first hotel school in Switzerland) are offering the Executive Development Programme in Macao. This window of opportunity will make Switzerland just minutes away.

The course completion certificate will be jointly issued by Ecole hôtelière de Lausanne and IFT.

Facilitator	Mr. Olivier Verschelde Senior Consultant Lausanne Hospitality Consulting Ecole hôtelière de Lausanne
Language	English
Venue	Institute for Tourism Studies (IFT), Macao
Programme Fee	Macao ID-holders: MOP5,000 Non-Macao ID-holders: MOP6,500
Registration Deadline	9 March 2018 (on first-come-first-served basis)
Registration Form & Website	<a href="http://www.ift.edu.mo/EN/ExecutiveProgrammes/Home/Index/284">http://www.ift.edu.mo/EN/ExecutiveProgrammes/Home/Index/284</a>
Enquiry	Tel: (853) 8598 1281 Fax: (853) 8598 1283 Email: <a href="mailto:edp@ift.edu.mo">edp@ift.edu.mo</a>



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## PROGRAMME DESCRIPTION

**One could consider the food & beverage business to be one of the toughest trades in the hospitality industry. How to juggle these tight margins, heavy staff cost and rather large investment costs together with the ever-changing tastes of the customer?**

**Developing a winning restaurant or bar concept isn't easy and it requires more than just passion or common sense. It all starts with creating the right concept, fitting it into the right environment and developing it in such a way that the operations are as flawless as possible. In the meanwhile we have to realize that this industry has become very edgy with some incredibly extreme examples. Furthermore there are the trends; which ones to follow and which ones to exclude? What are the timeless elements that never change? Finally can technology optimize the business or does it just drain our funds.**

**Participants will learn about developing successful F&B concepts, appropriate planning techniques and anticipating operational complications. Understanding the importance of technical planning and back-of-house optimization. A journey through the market extremes and building your concept from scratch.**

## METHODOLOGY

**Interactive lecture-discussions, Case studies & Practical exercises**

## PARTICIPANTS

**Managers, Executives, Entrepreneurs & Professionals interested and involved in the development of winning food and beverage concepts.**



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## LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

### *Knowledge*

- Understand the different aspects of F&B models (Hotel F&B, stand-alone & chain outlets)
- Identify today's factors involved in the development of F&B concepts.
- Thinking beyond design and menu.
- Understand F&B technical areas and how to optimize them.
- Knowing the current trends & technological advancements.
- Understanding the industry's extremes.

### *Competencies*

- Be able to choose the appropriate concept and defend the choice
- Analyze the weight of each decision and its operational result.

### *Mindset*

- Looking to develop something new, yet sustainable.
- Food & Beverage passionate wanting to succeed.

## RECOMMENDED READINGS

John R. Walker, *The Restaurant: from Concept to Operation*, John Wiley & Sons; 7th Edition edition, ISBN 1118629620

## DISCLAIMER

We reserve the right to postpone or cancel the course. In the case of cancellation, participants will NOT be subject to any charge or compensation.



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## THE FACILITATOR

Prior to joining Lausanne Hospitality Consulting Olivier has been involved in managing a new boutique hotel & spa project near Paris as well as taking the lead in the setup of several food and beverage outlets from conceptualization to startup.



One of these being a gastronomic restaurant which received its first Michelin guide star five months after its initial opening.

Olivier graduated from the Ecole Hôtelière Lausanne in 2003 and has been building up his knowledge of operations in hospitality industry ever since. He confirmed his expertise in managing projects by obtaining a Project Management Professional (PMP) certification in 2012. He has worked several years on high profile projects within Switzerland and has consequently a good understanding of both the local and national market.

He is a native Dutch speaker and also speaks in English, French, German as well as Spanish. He's always on the lookout to apply the latest in technological advancement within the industry to current projects.

## THE ORGANISERS

Lausanne Hospitality Consulting,  
Ecole hôtelière de Lausanne  
[www.lhconsulting.com/](http://www.lhconsulting.com/)  
[www.lee.ehl.edu](http://www.lee.ehl.edu)

Institute for Tourism Studies, Macao  
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