

## Tips for Specific Types of Vendors

### Food and Beverage Service

In spite of impeccable planning and an otherwise fabulous event, your efforts can be negated by poor quality food and service. The best way to prevent this from happening

is to plan a menu that is balanced nutritionally and appeals to many differing tastes and use suppliers who are proven to provide **great food** and **friendly service**.

Special food needs can easily be met by canvassing your attendees for **dietary concerns** (kosher, vegetarian, gluten-free, etc.) and, in turn, passing those on to the caterer for consideration.



When planning meals for conferences, event planners have learned it is good practice to provide a somewhat substantial **mid-morning break** for those participants who do not eat breakfast first thing in the morning or for those who prefer to sleep in a little later.

Don't try to reduce food costs by eliminating mid-morning and afternoon breaks. Not only do they provide needed restroom breaks, but offering a bit of refreshment will also help to **re-energize** people after sitting for long periods of time. **Get creative** with these breaks — instead of providing cookies and squares, try an ice-cream bar or popcorn vending machine. If at all possible, these breaks should also take place **out- side** of the meeting room.

Experienced planners and clients who sponsor many of these events also know it is wise not to provide a long break for lunch. Attendees will be tempted to leave the building and the first session after lunch may be quite chaotic due to this.

In addition to conferring with the site's event coordinator, you might also meet with the venue's **wine steward** and **catering manager** to assist in planning any food service requirements. Trust their judgment and allow them to assist in choosing appropriate wine and food pairings.

