

professional development.

July 2018

Social media optimisation – techniques, content strategies and paid advertising

Brydie Meinung, Social Envoy

Following on from Brydie's "secrets to online marketing success" seminar, this session will focus on tips to optimise your platforms, create effective content strategies, and use paid advertising.

This will include:

- Facebook, Instagram, LinkedIn and Youtube
- Profile photos, cover photos, about descriptions, settings, hashtags and information to include etc.
- Creating content strategies to extend your reach
- How to enhance your engagement and get your profiles working more positively
- How to set up paid advertising
- What content to use

date Tuesday 3 July
time 10am – 12pm
venue Taste. 45 Normanby Road, Mt Eden
price Members \$55.20 incl gst
General industry rate: \$86.25 incl gst

Train the trainer - An A to Z of ideas for training

Margaret Main, Turning Tables

Join us for this popular two hours workshop which is suitable for those who train Hospitality and retail staff. Margaret main will focus on the benefits and impact of training and help identify your specific training needs.

Topics covered include:

- The value and benefits of training
- Identifying training needs
- Key factors that contribute to successful on the job training
- What makes a great trainer
- Different learning styles
- Testing learning – how do we know that the training has "sunk in"
- Measuring the impact of training

Join the session by livestreaming where it's convenient for you.

date Tuesday 10 July
time 10am – 12pm
venue Taste. 45 Normanby Road, Mt Eden
price Members \$55.20 incl gst
General industry rate: \$86.25 incl gst



Missed a webinar from a previous calendar?

You can order a recording from our catalogue by emailing bookings@restaurantnz.co.nz

First Aid for Hospitality – Palmerston North

St John

The Restaurant Association of New Zealand has worked with St John to design a first aid training experience that provides savings in time and money by addressing the specific requirements of the hospitality industry.

On completion attendees will:

- be able to recognise life-threatening situations.
- be able to offer vital assistance before more experienced help arrives.

This workshop will cover:

- Burns & bleeding, fractures, allergic reactions
- scenarios related to hospitality businesses
- scene assessment and danger mitigations
- CPR & foreign body airway obstruction
- Patient assessment and positioning

This workshop comes with a St John attendance Certificate only.

date Tuesday 24 July
time 9am – 12pm
venue Bethany's café & Restaurant, 32a The Square, Palmerston North
price Members & non-member rate is \$66.70 incl gst

First Aid for Hospitality – Wellington

St John

The Restaurant Association of New Zealand has worked with St John to design a first aid training experience that provides savings in time and money by addressing the specific requirements of the hospitality industry.

On completion attendees will:

- be able to recognise life-threatening situations.
- be able to offer vital assistance before more experienced help arrives.

This workshop will cover:

- Burns & bleeding, fractures, allergic reactions
- scenarios related to hospitality businesses
- scene assessment and danger mitigations
- CPR & foreign body airway obstruction
- Patient assessment and positioning

This workshop comes with a St John attendance Certificate only.

date Wednesday 25 July
time 9am – 12pm
venue TBA
price Members & non-member rate is \$66.70 incl gst

Best practise inventory management

Richard McCleod, Loaded Reports

In this workshop, Richard McLeod from Loaded will run you through the best practices for stock control. Discover the end to end processes that have helped restaurant owners save up to 7% per annum on their cost of goods.

The workshop will cover:

- Setting up stock lists and recipes correctly.
- Creating and Pricing Menus and monitoring Gross Profit margins.
- Ordering and receiving from suppliers and monitoring your pricing.
- Simplifying the communication between the people managing the stock and the people paying the bills.
- Simplifying and monitoring credits with suppliers.
- Best practice stocktaking.
- Communicating stock variances and solutions to your team.

date Tuesday 30 July
time 10am – 12pm
venue Taste. 45 Normanby Road, Mt Eden
price Members \$55.20 incl gst
General industry rate: \$86.25 incl gst