



Patti J. Shock

Patti Shock is a professor and chairs the Tourism and Convention Administration Department in the Hotel College at the University of Nevada, Las Vegas. She has written several books on catering and teaches catering online. She has won many national awards, including the PCMA Lifetime Achievement Award. She was named one of the 10 most powerful women in the meetings industry by Successful Meetings, and named one of the 25 most

influential people in the convention industry by Meeting News. She speaks frequently at industry meetings.

Session topics:

Saving Money on F&B

Creative catering on a budget. This session will focus on providing unique dining experiences for your attendees, and saving money in the process. The presentation will include distinctive menu items, attention-grabbing presentation methods and impressive décor ideas. For meeting and event planners.

Catering Trends

Today, guests want their taste buds to be dazzled. And, they want their socks knocked off by the presentation. People truly do eat first with their eyes. People are more explorative in their foods, broadening their food horizons. Most attendees hunger for diverse food choices. For meeting planners or caterers.

Creating Theme Parties

Theming an event increases member pleasure and provides a valuable 'extra layer' to any party - to almost guarantee guests will have a memorable experience. This session will show many ideas for developing unique themes that will WOW your members. For meeting planners or caterers.

Up\$elling

Ways to create additional revenue streams without raising prices. Tips and tricks on how to enhance the member experience while generating more income for the club. Revenue increases when you get the member to purchase additional items, bigger items, better items, more expensive items and additional services. For caterers.

How to Write Effective Catering Menus

Your menu is an opportunity to show what you offer at your club. It helps create your club's image. It should be user friendly and easy to read. This session will focus on writing party menus that are attractive, accurate and market your food effectively. For caterers.