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26th - 27th October 2010
Hilton Metropole Birmingham

NEW

7th Annual Education Catering Conference

Fresh Direction • Fresh Thinking • Fresh Eating



PROFESSIONAL DEVELOPMENT AND TRAINING FORUM
for education caterers in state and independent schools

Your Invitation

As a valued Pelican member we would like to invite you to the 7th Annual Education Catering Conference, taking place on the **26th -27th October 2010 at the Hilton Birmingham Metropole.**



NEW for 2010 **CONFERENCE MAKEOVER**

Based on your feedback, this year's event will take place over 2 days and will feature a strikingly different format offering:

- More skill-building workshops and seminars
- More presentations relevant to all school caterers
- More valuable networking time
- More money-saving opportunities
- PLUS our Top Cook Competition

What you will learn this year

- How to reduce the cost of school meals whilst maintaining nutritional quality
- How to effectively review your catering practices and reduce the content of saturated fat and salt
- How to successfully promote school meals to pupils and their parents to maintain and improve uptake
- How to devise appetising and ethnically diverse menus
- How to improve interviewing skills and guidance to successful recruitment practices
- How to adapt nutrition labelling

Delegate places

Delegate places are available at £245.00 + VAT per person. This cost represents great value for money and includes:

- 2 full days Conference programme, seminars and workshops
- Accommodation at Hilton Metropole and use of hotel's amenities
- Meals and refreshments on both days
- Gala Conference Dinner with entertainment

Who should Attend?

Catering Managers
Catering staff
Domestic Bursars

Exclusive Offers



Early bird

For each delegate place booked and paid for before 21st May 2010, your school will receive a **£10 Argos Gift Voucher** which will be given to you at the Conference.



Top Cook competition

Exclusively available to Conference delegates and new for 2010, the **Top Cook Competition** will discover the best school-friendly recipe for 2010.

This summer three lucky finalists will be invited to prepare their recipes in a professional kitchen whilst being filmed. Highlights of the filming will be shown at the Conference with commentary from a celebrity chef. Delegates will sample the recipes before voting for the winner. *More details will be available soon.*

Delegate feedback

"I found the Conference very important, as rules and regulations are changing all the time and it is very dangerous not to keep up to date. I pass what I learn at the conference to my Bursar who can then update all the staff."

Nula Rolfe, Catering Manager at Haberdashers' Aske's School for Girls

"The things I learnt from the seminars last year gave me the ability to change some of my staff contracts, which was very successful."

David Clayton, Catering Manager at Eaton House School

"As I'm responsible for in-house catering, if I didn't come to Pelican's Conference I don't know where else I would get my information and learn about new things."

Ruth Bannington, Catering Manager at Birchwood High School

"With the great offers available at the Conference trade show I was able to order £600 worth of Uncle Ben's rice and save about £150."

Les Mitchell, Catering Manager at Mount House School



To book your place simply **call** Lynne Byrnes at Venues4u on **01256 769894** or complete the enclosed Booking Form and **fax** it to **01256 766183**