

# **Banquets BEO in-depth**

## **Objectives :-**

1. To be get familiar with Banquet BEO.
2. To understand the names & categories of BEO.
3. To understand and remember operational tools and documents.
4. To understand the use and purpose of Banquet Event Order in details.

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**Course Code : BSCH3002**

**Course Name: Food and Beverage Service Management**

The intricacies of the day-to-day life of a catering professional are numerous. New challenges and opportunities arise each day, which allow those involved in catering to learn and grow.

These learning opportunities abound in all disciplines of catering, both in facility and outside catering. Learning applies to all facets of the job, not just planning and selling. To varying degrees, all catering operations mandate a certain level of operational responsibility from each person. The term used broadly to describe the duties and responsibilities that catering staff can incur because of a function is operations.

Catering operations is the set of functions/roles/duties a caterer may engage in before, during, and after a function. The daily responsibilities of generating leads, managing the leads, and coordinating bookings are all operational. Communication, networking, and management are all

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crucial components of the caterer's operational skills.

Catering operations is a phrase that is also used to describe the inter- departmental relationships a caterer must build. A catering professional must be able to rely on other facility departments or on others, the organization to deliver on the commitments made on everyone's behalf. These issues and responsibilities must be communicated. This type of communication is internal.

It outlines what a catering or convention service manager may engage in to secure a sale and bring a program to fruition, called operational tools and documents.

## **OPERATIONAL TOOLS AND DOCUMENTS:**

The operational responsibilities of a caterer do not end with the sale. Because during qualification

booking most of an organization's function details were uncovered, the total facility impact of a catering salesperson can be extensive. A typical facility booking impacts many different departments.

What would happen if everything committed with a client (e.g., function space, dinner prices) stopped? What would happen if no one besides the salesperson knew about a booking? Clearly, there would be serious problems.

All catering professionals must use the systems at their facilities to communicate the goals and objectives of a client to the proper operational departments. Caterers must pay as much attention to this aspect of written communication as they do to their client letters.

Omitting operational details can seriously affect the outcome of any group function. There is no such thing as too much information when it comes to internal communication. The more people who know what is going on, the better.

Departments rely on the message from the catering office to understand their roles in the success of a function. The documents used to transmit this message fall under the heading of “internal catering communication.”

Except for meetings managers, who handle both the sales and catering aspects of small groups in hotels, catering salespeople usually create all the documents. Depending on the deployment scenario, facilities require salespeople to have different levels of responsibility in transmitting

internal operations documents. It is important for all catering professionals, whether they create the documents or not, to be able to read and interpret these documents to ensure their messages are being properly transmitted.

## **BANQUET EVENT ORDERS :**

The banquet event order, sometimes called the BEO, banquet prospectus, or catering event sheet, is an important document in that it deals with all no sleeping room needs of an organization. It is a fundamental document that communicates to the internal departments of a facility the details of any function. Outside caterers use some form of a BEO to communicate their needs to the kitchen and setup personnel. Every aspect of a function, from the name of the group to its meal choices, times of the day and prices must be detailed to ensure that what the catering salesperson and the client have agreed upon is communicated.

The BEO format differs from operation to operation. The function can also differ. In most cases, the BEO serves as a contract, thereby becoming an internal and external form of communication. In these cases, the client's signature is required on the BEO as a confirmation of details. Other operations use separate catering contracts, or letters of intent, to confirm programs.

The BEO should be completed in ample time for internal departments to prepare. Departments must allow enough time for the kitchen to purchase all the food and pose any menu questions or suggestions.

The banquet floor managers must schedule appropriate staff. Early BEO completion can help avoid double-booking of function rooms and even allow all the catering/convention service

managers time to move rooms for efficiency. As a general rule, BEOs should be completed at least 3 weeks before the function.

When the BEO is completed, it is ready for distribution to the appropriate operational departments. These departments can include:

- \* Kitchen/executive chef
- \* Banquet manager/captains
- \* A/V staff
- \* Accounting/credit manager

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- \* Director of food and beverage/director of catering
- \* Purchasing
- \* Stewarding
- \* Engineering

A master copy of the BEO should be distributed to a central file in the catering office that is broken down by day so that any interested party can get an “at a glance” view of upcoming functions.



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Every operation that uses a BEO for internal communication uses some type of daily review meeting to discuss upcoming BEOs. Some combination of representatives from departments on the distribution list and the catering/convention service managers responsible for the upcoming BEOs meet to review the BEOs and address any possible challenges. These staff often review the BEOs for the following 2 days, with Fridays covering 3 days. This means that most BEOs are reviewed twice, allowing for scrutiny of all details.

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## References :-

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