



## HOW-TO GUIDE

# Resilience in the 2020s—cloud-based restaurant event management solutions

**Create efficiency for more profitable events at hotels, resorts, or casinos**

Event management is essential to the restaurant business, setting the stage for memories that go beyond the everyday—with birthdays, retirement parties, anniversaries, wedding receptions, or any special occasion. Due to the advent of social distancing and public health considerations that impact how restaurants manage events, industry leaders now need enhanced visibility, precision, and efficiency to meet present requirements and anticipate future ones to ensure the best possible guest experience.

Robust cloud-based sales and catering solutions enable restaurants to unify how they manage processes, taking stricter guidelines for in-person events across entire organizations into account. With this advantage, leading restaurants gain greater visibility, transparency, and the focus that's required to maintain compliance as they accomplish their ultimate mission; creating comfortable and welcoming spaces for guests at all times and under all conditions. How do advanced sales and catering software solutions help restaurants to achieve this? How will they continue to do so in the future? Read on to find out more.

### **What cloud-based sales and catering event management can make better**

- Simultaneous, instant software updates to multiple locations
- End-to-end processes standardized across all locations
- Monitored trends—brand-wide
- High availability and managed maintenance via SaaS

## Establish a new vision for event management in restaurants

Today, restaurant industry leaders are responding to new requirements for social distancing and capacity limits in their locations with bold ways of thinking, innovative strategies, and next-gen technology to help them be more agile. In doing so, they're also re-imagining how event management processes are rolled out in an efficient and standardized way, organization wide. They're seeking more holistic processes that incorporate greater flexibility and adaptability that benefits every location and pushes the business beyond an increasingly dated status quo.

Event management software deployed in the multitenant cloud enables maneuverability as the requirements for hosting restaurant events evolve. Supported by cloud infrastructure, software solutions that are integrated with POS and other essential areas of a restaurant business help to facilitate processes with less friction and greater precision that translates into comfortable environments for everyone—guests and staff included.

## Find greater clarity and control from a higher vantage point

Advanced events management solutions that consolidate functionality and related data in the cloud provide an end-to-end view of every event in every location. At an operational level, this makes it far easier to apply the appropriate parameters in response to capacity restrictions. The solutions also provide a higher vantage point to allow teams greater access to view the entire event lifecycle, automatically prompting the next task. This clearer perspective minimizes errors and missed steps and contributes to consistently exemplary guest experiences.

The resulting clarity also takes the pressure off of location staff who are doing the precision work of ensuring the capacity-to-attendee ratio stays within guidelines. It also helps staff members to keep track of communications with event planners for still another layer of clarity leading up to the event. Among other things, this allows restaurant locations to focus on what they do best when attendees arrive—welcoming guests into a comfortable, relaxing environment.

## Infor® Sales & Catering for restaurant event management

- Rely on a versatile array of event support—catering costs, labor scheduling, and asset management
- End-to-end precision and efficiency for multiple events from booking to invoice
- Customizable automated processes to prompt tasks and reduce errors
- Online booking and guest self-service features
- Seamless Integrations with POS systems and financials
- Location-wide sales forecasting, year-over-year pace analysis
- Advanced CRM capabilities—histories, communications, membership information

## Gain key insights to enhance strategy

With a greater capacity to examine trends, create reports, and share insights, advanced event management represents an important lever for resilience as the restaurant industry landscape continues to change. These solutions enable vital data analysis, revenue performance, and more accurate forecasting, easily monitored no matter where team members are—at home, in transit, or on location.

Meanwhile, a cloud-based event management solution helps leaders to examine successes, reveal limitations, and identify opportunities to make more effective use of spaces to maximize profitability.

## Build trust

Serving guests in multiple capacities means building toward a common goal—trust. When restaurant locations host a special event and make every guest's comfort and well-being the number one priority, particularly in light of recent shifts in the social and economic landscape, that dedication to service provides a strong foundation for long-lasting relationships that translate into higher long-term value.

Cloud-based event management solutions for restaurants supported by innovative technology partners is a primary means to ensuring that, and in staying resilient during alternating periods of transition and order.

## Meet the challenges of restaurant event management in the 2020s and beyond

As this new era unfolds, cloud-based event management solutions for restaurants empower organizations to achieve enhanced operational precision, greater clarity, and less uncertainty when it comes to creating a superior experience for guests and staff alike. That includes staying compliant to changing requirements and conditions around capacity and social distancing. All the while, restaurants will be better positioned to ensure that every event they host helps them deliver unforgettable guest experiences now and in years to come.

What other factors must hospitality leaders consider in order to build up resilience in the 2020s and beyond? [Download](#) your copy of our in-depth resource now to be well prepared for what's next.

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