

Table of Contents

Table of Contents	1
Overview	2
BEO: Banquet Event Order	2
Team of Teams	3
Event Basics	4
Minimums	4
Food packages	5
Beverage vs Consumption	6
Service Charge Vs Gratuity	7
Types of BEOs	8
Communication: BEO Meetings	9
Tax vs Non-Tax Items	10
How to's	11
Executing the BEOs	11
Ring in a BEO	13
Ring in a Beverage Package	15
When to Pay out the Staff	17
BEO Checklist for Managers	18
The Do's and Don'ts	19
Important Reminders!!!	19

Overview

BEO: Banquet Event Order

OVERVIEW: Banquet Event Orders are any revenue curated experience outside a normal reservation with your venue. Usually, BEOs are associated with a contract or agreement, requires different steps of service, and has a pre-paid amount to reserve the event. BEOs start with the sales team and finishes with the venue operators. Happy hours, pharmaceutical dinners, weddings, baby showers, receptions, cocktail party, birthday parties, and graduations are a few examples of what kind of BEOs that could be booked in your venues.

Critical Thinking: What are the positives and negatives of each style of BEO? Which do you prefer and why? How would you tell your staff to handle each type of event to maximize profitability and maintain guest experience?

Team of Teams

The role of an Event Sales Manager (ESM) is more than of a sales person. they are not only responsible for driving the sales process proactively, they are responsible to ensure the event is executed to the best of our ability.

A typical day in the life of an ESM begins around 9am. Until 4pm, they are executing the sales process (absent any day time events). Around 4pm, they are on the floor making sure the events for the day are set and ready to go. They are meeting and greeting their hosts and introducing them to the Manager on Duty. Around 7pm, once there has been a smooth transition and the event host and operations team have a good rapport, they are headed home so they can come back the following day to execute the sales process.

Executing the sales process includes all components of the booking; from generating the lead to the final follow up and thank you card. They take the lead, build out proposals, execute contracts, build out event details and communicate with the team before the Guest shows up for their event.

Our ESMs are strategic and savvy. They spend time in evaluation of their projection and pipeline, build strategic outreach plans to stay present within their market, and are always thinking about the next networking event, in person meeting, or new potential event host

The Sales Admin helps the ESMs with administrative duties:

Finalizes event details – contacts Guests to finalize food and beverage choices and Guest counts.

Runs deposits through Gather.

Party close outs – ensures the event was rung in correctly, fixes any issues found and closes the event in Gather, our online event software.

- Update schedule of events at Host stand and activities cage.

The Manager on Duty (MOD) provides support and oversight.

Oversight on event set up and execution.

Guest interaction.

Provides an extra level of hospitality.

☒

Runs payment for event in silverware.

○

Assists Guests with event inquiries when the ESM is unavailable.

- Set up – Setting up the space, including any buffets.

Guest interaction – The Event Lead is the main point of contact for the Guests as part of the serving staff.

Oversight – Responsible for delegating tasks to the rest of the event team.

The Executive Chef (EC) works closely with the ESMs to ensure perfect event execution.

○

Ordering

Execution – The EC has tremendous oversight on all event food and works closely with th

Lead Event Chef to ensure timing and quality are on point.

Minimums

Minimums | A minimum spend is the amount of money a Guest guarantees to spend to have exclusive use of the space for their group. It is not a rental fee. We ask them to purchase food and beverage in the amount of the minimum. They may spend more but cannot spend less than the minimum.

Minimums are based on the space and time of day. The minimum spend amount is the amount of money that is generally spent in a space within the time identified. For example; if the restaurant generates \$2500 in the Holiday Lodge over 3 hours on a Friday, we would require they spend \$3000 to have The Holiday Lodge secured.

We choose \$3000 instead of \$2500 because there is a premium for exclusive use. If we ask other Guests not to enter that space, that is a premium service.

A minimum spend can be met with any combination of food and beverage purchase, regardless of who in the group purchases it. For

example; if someone is hosting an event in the Holiday Lodge and they need to spend \$3000 for exclusive use, they can do that a few different ways.

1. Pre-select food and beverage packages that are equal (or more) to \$3000 and pay for it on one bill.

2. Pre-select food for let's say \$2000 and have their Guests buy drinks on their own tabs for \$1000.

3. If the spend on food and beverage does not equal the minimum requirement, then a rental fee would be applied to cover the difference. A rental fee is the only way to make up this difference. We do not order to go food, bottles of wine, or gift cards. For your locations specific minimums reference the minimum spend SOP in the Privates Event Folder in The Control Tower.

Food packages

Activities | If an activity is within the space being booked it will automatically be included w booking. Activities do not count towards the minimum spend and are charged per hour of I bowling, shoe rental is always separate from the flat per hour lane rate. Sometimes our Gue activity that is not offered inside the space they are booking and unfortunately, we are not a reserve activities outside of the booked space. For example, if a Guest is in the Holiday Los wants ping pong which is in 360, we are not able to accommodate. The only exception to tr bowling lanes or karaoke rooms, of which they are able to add onto any private event.

Food Packages | For parties over 25 Guests, a pre-set menu is a must. For events between 10-25, the Guest may decide to order off the menu (and can be in conjunction with A la Carte). In this buffet scenario, the ESM would create a limited version of the regular menu to ensure proper service. To see a full list of buffet options, review on The Tower- Marketing Folder- Private Events.

A la Carte - Sold by the piece or platter. For example, 25

Bama sliders, 1 hummus platter and 50 wings.

Buffet Packages - Sold as a 'meal per person'. The ESM educates the Guest on 'about how much' is included in this package. The packages are designed to 'get the average person full', if a Guest knows they are bringing a bunch of hearty appetites, they will recommend supplemental items, such as a crudité, cheese platter, or charcuterie.

Plated dinners- this is a set menu

Beverage vs Consumption

Beverage Packages | The ESM will work with the Guest to determine the best beverage package for their event.

Packages – Drink packages are all inclusive pricing for unlimited consumption of beer/wine/spirits included in the package. For example, if a Guest purchases a 'call package' for their Guests, they pay one price, regardless of how much the person consumes. Their Guest may order anything that is listed in the 'call package' for the duration of the event. It is critical to maintain responsible alcohol service during these events. Just because they have an 'unlimited' amount does not mean we serve them past the point of our responsibility.

Consumption – The host pays for what is ordered.

Cash Bar – Guests are welcome to purchase their own drinks. All Guest tabs should be put toward the minimum spend.

Drink Tickets – A Guest may pre-purchase drink tickets. The tickets will have a list of beer/wine/spirits that are available to the Guest with a ticket. If Guests want something outside the list, they may pay for it on their own. A ticket cannot work with an add on. For example, if well vodka is available with a ticket, the Guest may not order Grey Goose and pay the difference between the ticket and the Grey Goose.

Service Charge Vs Gratuity

SERVICE CHARGE VS GRATUITY:

Service Charge:

The fee associated to cover the additional costs to execute the event. Service charge is standard 22% of the subtotal to all line items in party that we provide. Some events will go up to 24% of the subtotal (Marie Gabriel only).

This charge satisfies the labor of the party, commission to sales team, and any house fees to cover.

Service charge is a taxable figure because it is service rendered.

Gratuity:

An optional payment from the host of the event to the staff that is not taxed. If the host would like to add an extra hundred dollars to the team, all \$100 is added into the tip pool, and 22% is not deducted from this gratuity. Gratuity is non-taxable.

Types of BEOs

Large Party Reservations:

Reservation under 12 that for tables in a dining area, they do not have a special menu, can order from the server, will not have a private area and will often not have a minimum to satisfy.

Private Events:

A private event is an event with a specific area that is sectioned off to host the guests. No one else should be allowed in the area. Traffic of other guests should be minimized. A room fee is usually associated with a private event especially during peak times. This fee will consider the moving of furniture, rental of security, or stanchions to secure the private area.

Buyouts:

A buyout is when an event uses the entire restaurant requiring us to close to the public

Buyouts require all hands-on deck, all teams working in sync to produce a perfect event. The ESM will coordinate all the timing and set up for the event. The restaurant will close at least 3 hours prior to the event start time, depending on timing, the restaurant may also reopen to the public after the event.

Regular Event:

Regular BEO events allow the restaurant to remain open in areas that are not private to the event. Often times, you can have several events and Private parties and still accept reservations and walk-ins. Flow of traffic is always managed to consider the volume the kitchen and staff can handle.

Pop-Up Events:

Just like a cancelled party, we have Guests call super last minute, like same day, for an event. When this happens, it is all hands on deck to do our best to accommodate Guests requests and get the sale in the door, presuming, we have the food, beverage and tear to execute to brand standard.

Cancelled Events:

There are times in which events are cancelled, the ESM will do the foundational work to communicate cancellations with the team. Most of the time, if the host does not cancel with a certain amount of time, there is a fee associated with the cancelled event. Unless otherwise instructed, the chef and manager determine how the fee is rung in. Any food or beverage that will perish or waste will need to be rung in as an open cost under catering buttons. If no extra product would be lost, always ring in room charge.

BEO Changes:

If there are changes to a BEO, the ESM updates the BEG and ensures all parties are aware. Evenr order and invoice may change, so it is very important you reprint you are distributing the BEO sheets or ringing in party from the latest invoice.

Communication: BEO Meetings

COMMUNICATION

Communication is key, right? The event schedule is reviewed at the weekly Iron Triangle Meeting with the GM, EC and ESM. Then, to ensure there is communication all around with the management teams, we have BEO Meetings. Prior to date of event, after the details have been confirmed, Operations Managers, Bar Managers and ESMs participate in this BEO meeting to review upcoming events and expectations. These expectations include staffing levels, set up, break down, financials and all notes included in the event details. This meeting sets the operations team up to execute the event exactly as the Guest has planned.

ORDERING From the BEO meeting, everyone knows what food, beverage and equipment to order and prepare. After all, we are master planners! Keeping stock of what is in the event area, i.e., plates, chafers, bowls and serving platters, is key to make sure we have everything needed when it comes time to event execution.

Also keep in mind that some events require special equipment to be ordered from an event supply company, such as table, chairs or special equipment.

Managers should walk away with the understanding of:

- How they need to schedule to accommodate the event execution
- What they need to order for the party
- How they need to organize their team
- What equipment they will need for each menu item
- All the financial details so the event receipt is as the guest was promised.

Tax vs Non-Tax Items

TAX VS NON-TAX: Taxable items: Food and LBW, anything created or provided that is used to execute the event. Non-taxable items are gratuities, any services that need to be added to the invoice that we did not produce.

Examples of Tax with a w service charge: Security, valet, room rentals, food and beverage, cake cutting fee, rentals (AV, linen, microphone)

Examples of a Non-tax and No Service fee: Labor fees such a separate chef for food station or a bartender specific for a bar or area, requested by host.

Tax+Service Charge			
Catering Food	Catering Beer	Catering Liquor	Catering Wine
Room Rental	Valet	Security	Catering N/A Bev
Rental Item	Cake Cutting Fee	Misc Item	
No Tax+Service Charge	Tax+No Service Charge	No Tax+No Service Charge	
Misc Item No Tax	Misc Item Tax/NoSC	Labor	Misc Item NoTax/NoSC

Every catering screen in the district looks almost identical to this screen

****Purple Buttons: Just titles, ghost buttons.

If you want the line item to have NO TAX but with SERVICE CHARGE, select the yellow button under the Purple Title Button

No Tax+Service Charge
Misc Item No Tax

Executing the BEOs

THE RULES:

- **OWNING THE BEO:** Once the guests arrive at your venue, you are the sole owner of that guest experience as if they are walking into your restaurant to have a normal dinner. The salesperson for the event, works with the client to get clear vision of the occasion, sells the area, organizes details, has them sign the contract, and then communicates all details to operators. IT IS THE MANAGER'S RESPONSIBILITY TO GET ALL DETAILS FROM THE SALES MANAGER BEFORE THE GUESTS ARRIVES. Therefore, your weekly BEO meetings in your restaurants are very important. A couple of ways to really dive into your BEO, especially the large ones or buy-outs, is to read through the DISCUSSIONS and DOCS tab in event in Triple Seat. You have insight to what the guests expects and have the contact information to reach out to the host to let them know you will be there to assist them the day of the event.
- **ESTABLISH CONTACT WITH HOST:** It is important to ease the guests stress by making sure they have a person to reach out to for anything they need. The introduction needs to happen as soon as the guest arrives.
- **THE HOST OF EVENT AND MOD CHECKLIST:** Any uncertainty on details or timeline should be cleared during this exchange. The balance, deposit, and method of payment once the event ends must be discussed BEFORE the event starts. A gameplan of capping or continuing the consumption once minimum is met must be ironed out and followed exactly as the host wishes.

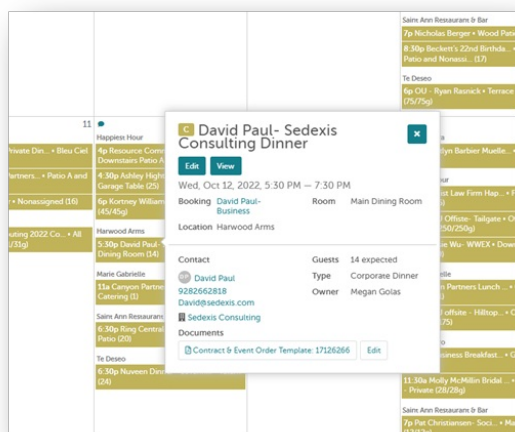


Figure 1: Look at calendar, select the event, and click VIEW

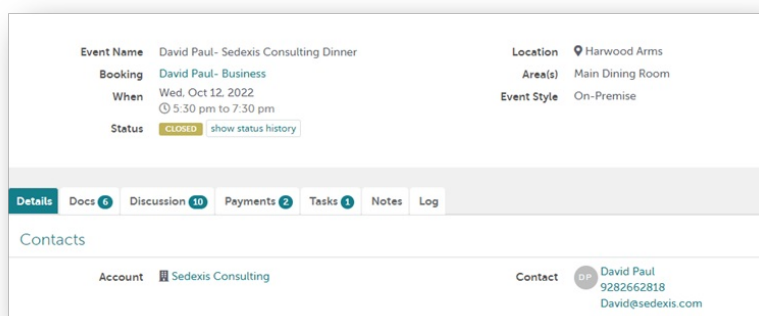


Figure 2: the tool bar of the event will have all tabs, and all correspondence since the initial contact with client. In the docs tab contain the invoice and actual BEO.

- **DOUBLE CHECK YOU HAVE THE MOST UP TO DATE INVOICE:** Always check Triple Seat to see the final invoice so you are aware of

the latest activity before you pay the BEO check. Your printed copy might not have last minute adjustments. A deposit applied might be missed and the host could overpay.

- **ITEMIZED CHECK:** You must send in a legible copy of the itemized receipt of the event. Your sales manager needs this to reconcile with accounting and the host. Attach this receipt to your BEO Recap email you send at the end of the night.
- **SIGNED SLIP:** A signed copy of the credit card slip is required to avoid a chargeback. If the guest wants to charge the card on file, you must get the final receipt signed showing the balance was paid through Triple Seat. Every event needs a signed slip from the host.
- **RECAP EMAIL:** Each event must send a BEO Recap. This email contains the itemized receipt, the signed slip, and a summary of any issues. Please do not include a full synopsis. You have enough tasks on your plate operating your restaurant, don't waste time. Only include information that would prepare the salesperson of an unhappy guest experience. Brevity is key!
- **EMAIL DISTRO:** Use the email distribution that is created for each restaurant. This exclusive email will send your recap to the exact people who need to receive it. Including your own team. There is no need to send this and cc other people, the work is already done for you.

Tax+Service Charge			
Catering Food	Catering Beer	Catering Liquor	Catering Wine
Room Rental	Valet	Security	Catering N/A Bev
Rental Item	Cake Cutting Fee	Misc Item	

No Tax+Service Charge
Misc Item No Tax

Tax+No Service Charge
Misc Item Tax/NoSC

No Tax+No Service Charge	
Labor	Misc Item NoTax/NoSC

BEO: LBW Beverage Package

When a package is sold in a BEO, there are some very strict rules you will need to follow for this to remain a profitable event for your venue.

1. Have prior awareness of the tiers and packages you have.
2. Please make sure you have the committed alcohol brands and you have enough of it
3. Notice the times of the BEO. You will see how many hours you are allowed to serve this party. If they start early, or finish after, they will be additional charges to the BEO. A conversation with the BEO Event Manager has most likely already happened, so please discuss this in your weekly BEO meetings, and also confirm with the host at the time of the event preferably when you make your introduction. You will know either a prorated rate, or consumption check is preferred, based on how the host would like to handle.
4. Do not overpour and overly push guest LBW consumption. You will need to maintain service standards and keep all guests happy, but the goal is NOT to pad the tab. Also, your staff should be mindful of responsible alcohol service. Ultimately guests can consume as many drinks in the allotted time possible, if you overserve, the consumption will exceed what the set package has already agreed to and your profits chip away..
5. Ring in all LBW drinks and N/A Bevs on a separate check during the event. This is how your inventory is tracked.
6. Give a courtesy last call to the host only, but do not give a hard last call to the entire party. You will want to do a soft announcement to guests who may need a drink. We do not want to reorder a guest another beverage while they have a full beverage sitting in front of them.
7. Please present the package line-item bill to the host. Have them sign for approval

[insert photo example here]

1. Merge the consumption tab over to the main check and void the line item of LBW package. The difference will be rung as a room rental if they do not consume the total package value. If they exceed the package value, you will need to discount (Create button in Silverware and call the discount: BEO Package Overage?) the value amount exceeding the package. This helps us keep track of BEO losing money, we may need to charge more per guest. This bill must still match the invoice.

[insert photo example here]

1. Send the recap email with the check, sign receipt, and the checkout in recap.
Check A: Guest receipt to sign. Please note this matches the invoice exactly. You want to show the package as one line item. Guests do not need to know what they consumed or what they didn't. Please note the guest signature at the bottom.

Remember:

- guest signature
- must match the invoice exactly
- sent in recap email

Check B: This is the restaurant copy of actual consumption of the beverage package. The checks should total the same amount as the guests signed copy. The only difference is the mixed beverage tax will be different based on the consumption but the total tax will be the same. This saves the company money when you ring in rental for the remainder balance of what wasn't consumed.

Remember:

- Sent in recap email
- Attach the BEO checkout
- Must match the invoice totals

Run a checkout and send with the receipts!



Check A



Check B

When to Pay out the Staff

When to Pay Staff

Effective Date: Wednesday March 1, 2023. We will no longer pay out BEOs on the same day of the event.

1. Day of the event: Set up BEO Event shift in Tip Network as usual
2. Enter all employees and program their service charge allocations for the event
3. DO NOT SUBMIT PAYMENT until the Triple Seat status of the event changes from DEFINITE (green) to CLOSED (yellow) see Figure 1.
4. Steps 1-3 must happen so accounting can receive proper numbers to close out your EOD. This also expedites the payout so the opening manager the day only has to submit payment.



Figure 1: Triple Seat Calendar

BEO Pay Deadline					
Restaurants Closed Mon & Tues			Restaurants Open 7 Days a Week		
Restaurant	Day of Event	Pay No later Than	Restaurant	Day of Event	Pay No Later Than
Elephant East	Monday	Friday	TeDeseo	Monday	Wednesday
	Tuesday	Thursday	Mercat Bistro	Tuesday	Thursday
Saint Ann	Wednesday	Friday	Harwood Arms	Wednesday	Friday
	Thursday	Saturday	Dolce Riviera	Thursday	Saturday
	Friday	Sunday	Poco Fiasco	Friday	Sunday
	Saturday	Wednesday	Happiest Hour	Saturday	Monday
	Sunday	Thursday	Marie Gabriel	Sunday	Tuesday

Figure 2 District Pay Deadline

PAY NO LATER THAN: This is not a grace period for the manager. This is a grace period for the sales team to get in contact with the client. The goal is to have the event closed by the next day. It is imperative to pay your team the day the event status changes. Your director has been asked to execute Tip Network if you are unable to. Most events will be closed the next day. Do not let your team wait for their event pay.

****In the event there is an error or guest dispute that cannot be resolved in the first 48 hours, the operations team is to notify the staff that there will be a delay. The delay should not be more than 1-2 additional days based on the severity of the issue. YOU MUST NOTIFY EMPLOYEES THAT THERE IS A DISPUTE SO YOUR TEAM IS PROPERLY COMMUNICATED WITH****

Expectation BEO Checklist

The following is the expectations for an event at your restaurant.

BEO CHECK LIST FOR LARGE GROUPS
Manager to reference the BEO packet dropped off by sales or print current BEO in triple seat
Confirm reservation is in 7rooms and seating has been plotted for / Hostess is aware
Kitchen team is aware of the party and also has a BEO
Manager reviews BEO with the staff 1 hr+ prior to the arrival time / Assign catering number
Review timeline for any important details (Toast, cake cutting, etc)
Tables are ready 15 minutes before the reservation time
Table set up as listed on the BEO under set up notes
Tables are pre set with the following:
Share plates
Silverware /napkin
Ice water or bottled water if applicable
Pre Set menus out
Decorations (if applicable)
Once guests arrive
Salsa & Chips (TD) / Bread (DR)/ if applicable to be brought out
Server & Manager to introduce themselves to the point of contact
Server to Upsell beer buckets, wine by the bottles, bottled water, etc
Communicate to chef that group has arrived /# of guests per table
Fire appetizers with chef
If tray passed appetizers - please ensure chef makes a sample plate for guest of honor/host
Ensure guest of honor table is served first (Bride and Groom, Bday guest, etc)
Take drink orders / explain menu to guests / ensure no dietary restrictions
Between courses servers are to be taking additional drink orders and pre bussing tables
Before each course ensure guests have proper silverware, table is marked with serving utensils if family style menu
*Manager to start ringing in the check (All misc items and food)
*Manager to alert host if group is approaching F&B minimum (if requested on BEO)
Once entrees are dropped
Manager to stop in and check on the main contact (sooner if they have time)
Server to ensure guests are happy with food and nothing additional is needed
Server to double check serving utensils are provided for family style items
Server to continue to take drink orders and table maintenance
Servers fire dessert in a timely matter so that there is no long delay / Offer after dinner cocktails
Conclusion of dinner
Manager to assist with ringing of the check with the server
Menu pricing is rung in properly against guest count and F&B minimum is met / final check against BEO items
22% service fee is added to all checks (DO NOT SPLIT 18/4%)
Manager to email the BEO recap distro list
Recap of the event: Any issues, positive/negative feedback, total guest count
Copy of the itemized check(s), signed credit card slip, and check out

[Manager check list for BEOs.pdf](#)

The Do's and Don'ts

Important Reminders!!!

The Dos:

- Use the BEO Checklist to set up your event
- Use an Event Plan for large events or buyouts
- Always make sure the BEO matches the invoice
- Always close out BEOs the same day of the event so revenue is recorded on the correct date
- Call the event manager on the BEO for issues, if you can't reach that person, loop in DO and call KC

The Don't's:

- Do not reopen a closed BEO check. Email accounting so they can adjust it on the back end. If you reopen a check, the sales will delete on event date and add it to the date it was reopened.
- Do not add unmet minimum to a gift card so the host can spend later
- Do not transfer the unmet minimum to a later event as form of payment
- Do not use Open Food, make sure it says Open Catering Food, this goes the same for LBW
- Do not ring in any additional gratuity as a service charge on the final itemized, ring in as open gratuity amount.
- Do not allow the guest to assume that any additional alcohol can be taken home to meet unmet minimum requirements. Most of this type of accommodation is illegal in regards to alcohol leaving the premise.