



Passing the Torch

A path forward for the Catering and
Events Industry



What is the Current State?

Company owners and manager are “aging out”

- Senior management thinks new employees don't care
- Next generation not interested in the “family” business

Hard to find employees who are there for the long haul or have needed skills

Inconsistent levels of competency and lack of standardized job training

Vendor base is shrinking in many markets, especially post-COVID

The industry is not considered as an ecosystem

Industry Snapshots from IBIS World

“The pandemic significantly disrupted the Caterers industry, forcing both businesses and event venues to close. Corporate profit was depleted in 2020, sapping demand for catering from markets.”

“Having access to a trained workforce, as required, is vital to ensure good quality staff. Industry labor is client facing so quality customer service is paramount.”

“The COVID-19 pandemic led to weddings getting cancelled or postponed, which forced many industry operators to exit the industry. A decrease in demand for industry services likely discourages new entrants.”

“Industry operators need a staff with a high degree of administrative and organizational skills that readily specialize industry services to client wishes and budgetary constraints.”

Succession – Why is it important?



What are the main barriers to success?

Can't find **any** prospective employees, much less long-term ones?

Industry is perceived to provide unskilled, part-time or contract jobs?

Few or no formal training or educational paths to catering and event jobs?

No competency standards or benchmarks for jobs?

Add your own ideas

Brainstorm some ideas to overcome barriers

We are here to start the conversation!

How can we, as associations, help?

Connect companies with training programs and career education?

Team-Building Fundamentals “road show” training?

Connect employers and prospective employees?

Improve or promote the industry as a viable career path?

Anything else we are missing?

Contact us!

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