

**Catersource
+ The Special Event™**

**IT'S THE LAST 5%
THAT MAKES THE
DIFFERENCE**

**Sebastien Centner
Founder & Creative Director
Eatertainment Events & Catering**

INTRODUCTION

Sebastien Centner
Founder & Creative Director
Eatertainment Events & Catering

Catersource
+ The Special Event™



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AT EATERTAINMENT ... WE ARE A TEAM



Lizz McKenna
DIRECTOR DESIGN EXCHANGE



Lisa Costantini
DIRECTOR OF EVENTS &
CATERING



A little history about Eatertainment & The Impact of the Final Details

Key areas to focus on to deliver the extra 5%



Key areas to focus on to deliver the extra 5%

1. The sales, planning and overall relationship phases

**ELIMINATE UNCERTAINTY
ESTABLISH CONFIDENCE**

2. The event itself

**THE LAST 5% COMES FROM
PLANNING FOR THE FIRST 95%**

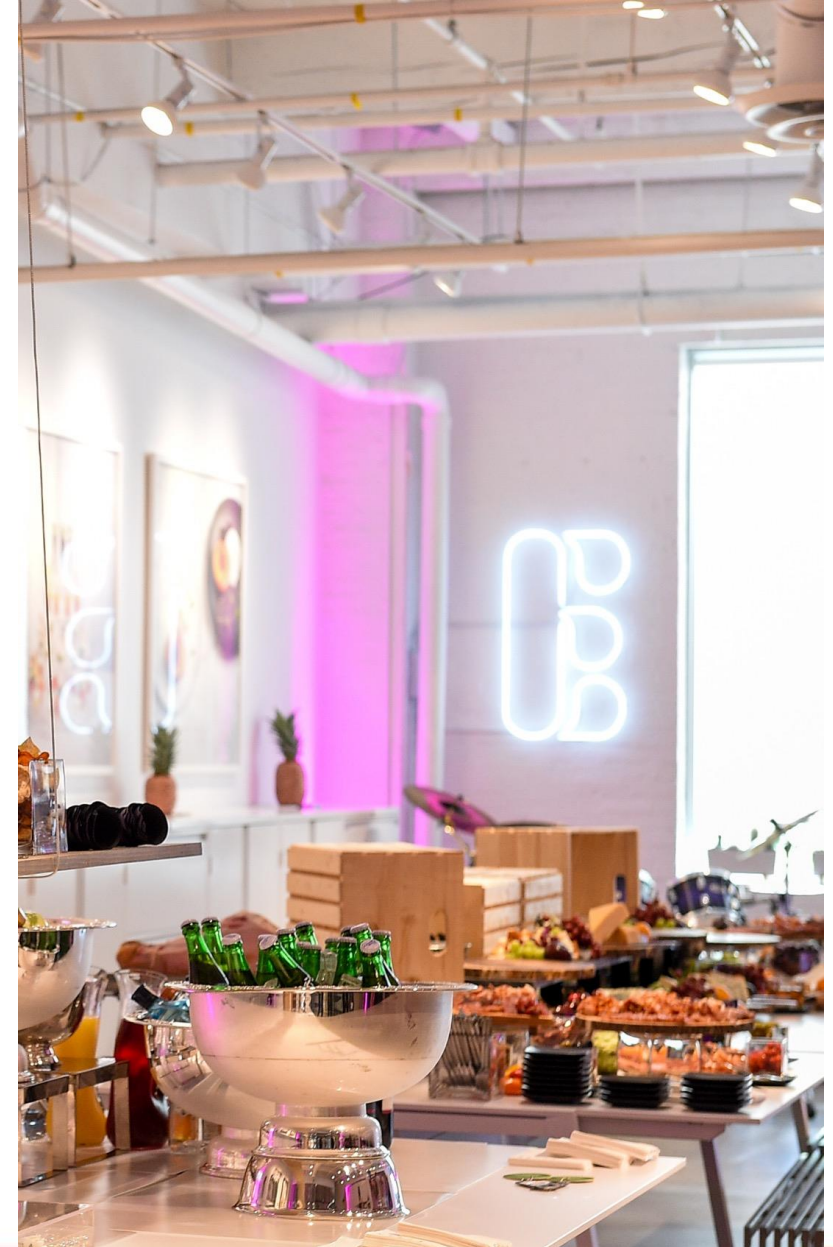


Other ways to contribute to the extra 5%



Other ways to contribute to the extra 5%

- Personalized touches and customization
- Attention to detail in presentation but also in the process
- Quality control and consistency



Becoming the 5% more company



Becoming the 5% more company

- Build a brand reputation for excellence
- Create marketing strategies that highlight your unique value proposition
- Create a culture of continuous improvement





Sebastien Centner

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