



Concession Manager Certification (CCM)

February 13-16, 2017

Regal Hollywood Stadium 24, 3265 Northeast Expressway
Atlanta, GA 30341

Monday-Wednesday 8:00-4:00, Thursday 8:00-1:00

Register by January 31st!

Lunch Sponsors



Venue Sponsor



DON'T MISS YOUR OPPORTUNITY for in-depth classroom training on recreational and leisure-time concessions and foodservice operations! Over 1,500 industry professionals have been certified through this program.

The 4-day program includes instruction with emphasis on topics essential to a concession manager. The programs provide practical, measurable benefits, and many attendees experience per capita increases upon utilizing program concepts and practices. Those passing the exam may use the designation CCM (Certified Concession Manager) or, for suppliers, ACE (Allied Concession Executive).

Registration Fees (per person) includes course manual, exam and certificate of completion:

- \$645 – NAC Members
- \$695 – Employee of NAC member company
- \$770 – Non Member
- \$600 – 3 or more NAC members from the same company
- \$625 – 3 or more employees of an NAC member company
- \$695 – 3 or more non-members from the same company

"The CCM program provides you with the tools and information to entertain profitably and manage your personnel effectively."

- Gina DiSanto, CCM, King Theatres

Program Outline

Management

- Basic fundamentals
- Financial & service objectives
- Applications to recreational foodservice

Profit Planning

- Establishing a budget format
- Projecting annual sales, labor costs
- Annual budget preparation

Cost Control Systems

- Establishing a viable cost control system
- Designing reporting forms
- Evaluating operating results

Menu Planning/Branding

- Menu structure
- Menu items
- Branding options

Event Planning

- Projecting sales
- Personnel and food requirements
- Developing an event plan

Contact:

Tish Hardric, ACS, Great Western Products
NAC Regional Vice President Southeast
(256) 609-5282
Tish@gwproducts.com

OR
Register online at:
www.naonline.org
info@naonline.org



...where food meets fun!

