

Earn Your CCM!



***Is it a job or is it a career?
Invest in your professional future NOW!***

**Next Concession Manager Certification (CCM) Class:
The 2019 NAC Concession & Hospitality Expo
July 27-30, 2019
Fairmont Chicago, Millennium Park Hotel**

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. At the end of the course an exam is given. 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

“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

**Register online at www.naonline.org
or contact us via email.**

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...where food meets fun!