

Harnessing the Power of Revenue Management for Restaurants, Catering & Events

3-4 Nov | KLCC
RM 2,500/pax



HRD Corp Prog
No 10001606916

Mastering revenue management in food and beverage requires more than filling seats—it demands strategic pricing, demand forecasting, and data-driven decision-making.

Designed for Revenue Managers in Hospitality and Food & Beverage professionals, this 2-day workshop delivers practical frameworks in dynamic pricing, menu engineering, and RevPASH optimisation. Participants will learn to balance occupancy with average spend, apply value-based pricing to increase sales conversion, and leverage key metrics like ProPOST and ProPAST to guide ongoing growth.

Through real-world case studies and interactive sessions on up-selling, catering reservations management, and digital reputation tools, this programme transforms operational challenges into measurable profitability across all your lifestyle assets.

Who should attend: General Managers, Resident Managers, Revenue Managers, E-Commerce Specialists, Food & Beverage Directors, Restaurant Managers, Reservations, DOSM, CMO, Catering Sales, Financial Controllers, Owners and Stakeholders.

Learning Objectives - By the end of this workshop, participants will be able to:

- Implement practical revenue management techniques to optimise pricing, space, and duration.
- Apply menu engineering and value-based pricing to increase sales conversions and profitability.
- Leverage demand forecasting, and digital tools to attract and retain customers.
- Utilise up-selling and negotiation skills to increase incremental revenue and minimise waste.
- Monitor performance using key metrics to guide ongoing strategy and growth.

Topic 1 - Intro - Restaurant & Catering Revenue Management

Topic 2 - Food & Beverage systems: Transform Your POS into a Central Data Hub

Topic 3 - Menu Engineering & Design: Psychology, Perception, and Profitability

Topic 4 - Pricing it Right: Going beyond tables, seats, and head-count.

Topic 5 - Capacity & Duration Management; Maximising RevPASH and Turnover

Topic 6 - Digitalisation: Technology for Restaurant Business

Topic 7 - Catering Sales Optimisation: From Prospecting to Maximum Profit

Topic 8 - F&B Selling Skills: The right product to the right customer at the right time

Topic 8 - Performance Measurement: Metrics that Drive Continuous Improvement

Topic 8 - Action Planning: Turning Insights into Implementation

Trainer Profile: Bobby Saw is a certified trainer under the Ministry of Human Resources Malaysia for the Human Resources Development Corporation (HRDC), bringing over 35 years of extensive experience in the hospitality industry across both property and corporate roles. His career, which began in Malaysia, has spanned multiple regions including the Middle East, Africa, India, Maldives, Thailand, Vietnam, Philippines, China, and Hong Kong. Throughout this journey, he spearheaded revenue management, distribution, e-commerce, and digital marketing functions, contributing significantly to organisational growth and industry best practices.

Bobby's training workshops stand out for their strong industry relevance, shaped by decades of hands-on leadership in revenue management and commercial strategy. Participants benefit from real-life case studies, practical solutions to workplace challenges, and insights drawn from ongoing engagement with academia, hotels, and digital marketing partners. This ensures his content remains not only practical but also up to date with evolving industry trends.



**Bobby Saw | Revenue
Management Expert**

☒ Tick where applicable, or **click** the underlined course titles to view the full programme details.

- ☐ **Customer Service Excellence: From Greetings to Service** | 28 & 29 Oct | RM2,000/pax
- ☐ **Revenue Management for Restaurants, Catering & Events** | 3 & 4 Nov | RM2,500/pax
- ☐ **Mastering the Art of Mixology** | 3 & 4 Nov | RM2,000/pax
- ☐ **The Modern Art of F&B Up-selling** | 5 Nov 2026 | RM1,500/pax **(1-day)**
- ☐ **Finance for Non-Finance F&B Professionals** | 10 & 11 Nov | RM2,000/pax
- ☐ **Professional Event Management Masterclass** | 18 & 19 Nov | RM2,500/pax **(Online)**

REGISTRATION

Company / Individual Information

Company / Individual Name:	
Contact Person:	Email Address:
Designation:	Contact No:

Mode of Payment

- ☐ HRD Corp SBL-Khas ☐ Self-pay Individuals

Programme Fees

☐ Normal Rate - As shown above	No of pax:
☐ 20% Off Early-bird fee - Reg form received 14 days before the above intake dates.	No of pax:
☐ 30% Group rate - Min 3 pax / Self-pay	No of pax:

Fee Guide / Pax - Normal fee RM 2,500.00 | 20% off = RM2,000.00 | 30% off = RM1,750.00/pax
 Normal fee RM 2,000.00 | 20% off = RM1,600.00 | 30% off = RM1,400.00/pax
 Normal fee RM 1,500.00 | 20% off = RM1,200.00 | 30% off = RM1,050.00/pax

Total no of programme(s) _____ Total no of pax _____ Total amount RM _____

Registration includes certificate and notes for each pax; Refreshments and lunch for all days - Training venue will be notified via email to all confirmed participants 14 days before the above intake date - admin@professionals.asia

Participant Details

Name:	NRIC No:	Email:
Name:	NRIC No:	Email:
Name:	NRIC No:	Email:

Payment & Cancellation Policy

This cancellation policy does not apply to registration under HRD Corp SBL KHAS.
 For self-pay individual, payment must be made 7 DAYS prior to the course commencement.
 All enrolment form received is considered a confirmation, and all payments made payable to:
 • **Professionals Asia Consultancy - MyCoID 202103127752**
 • **Maybank Account No: 562348583958**
 Should a participant is unable to attend, a replacement is allowed.
 Cancellation 7 days prior to the programme commencement, 20% of programme fee is charged.
 Please ensure that cancellation is emailed to admin@professionals.asia
 Professionals Asia Consultancy (PAC) reserves the rights to change the terms and conditions or cancel and postpone the programme dates without prior notice.
 For further details please contact Admin at +6012-6968242.

Company Stamp (for SBL-Khas only)

Signature: _____
 Name: _____
 Date: _____