

HART CULTURE

INSPIRING EXCELLENCE IN THE ARTS THROUGH LOCAL COMMUNITIES

Marketing | C.I.C Corporate Intelligence

CAT NO. 1238_HC/007

HC C.I.C Mission: Host and Manage innovative cultural events engaging non-traditional audiences

CATERING & HOSPITALITY

Service

The East London Lifestyle Festival, Welcome Home Africa Dance, Zambian 48th Independence, Cultural Festivals, Corporate Hospitality

Countries Served: UK, U.S, Zimbabwe, Antigua, Peru, Dominica, Zambia, Nigeria, Jamaica



TATE & LYLE SUGARS

UKZambians



CATERING

Celebration al Gatherings

HART CULTURE has supplied a number of events that focus on 'Celebration al Gatherings' amongst local communities. Powerful circles of distinguished Performers, Rappers, MC's and Musician's graced the stage of the International scene bursting into flight at one of Ilford's most notorious banqueting suites across Black history Month and Countries celebrating the nth year of Independence.

The Basic HC Event Management service has been behind a lot of the successful new ventures that are emerging from East London and other inner city Boroughs. The HC Basic Catering has been behind some of the latest innovative Community Programmes, such as 'The East London Lifestyle Festival' and the 'Welcome Home Africa Dance'. The HC Basic Events Management tool facilitation is used to ensure the smooth flowing of 'Food and Service' at busy and fast paced cultural events.

The feedback has been positive, and this kind of investment in Management for Cultural Events serve not only the 'host' and 'organisers', but also protects Revenue of Sales made. It also increases sales, because you put yourself "behind the necessary mechanisms of making money". Punters are less likely to cause arguments, because you are not



[Above] Interior decoration and logistic(s) - HMS President Ship, 1918. The Merit Awards For Excellence October 9th 2010. En Masse: 250 People, catering 4 course meal with traditional Nigerian cuisine. Critical Mass: Buffet Style



[Above] Catering Unit and layout logistic(s) - Ilford. Zambian 48th Independence Dance, October 28th 2011. En Masse: 1,000 People, catering 24 dishes. Served on average 520 meals. Style: traditional Zambian cuisine by HC Business Member: Fredor Restaurant. Critical Mass: Buffet Style

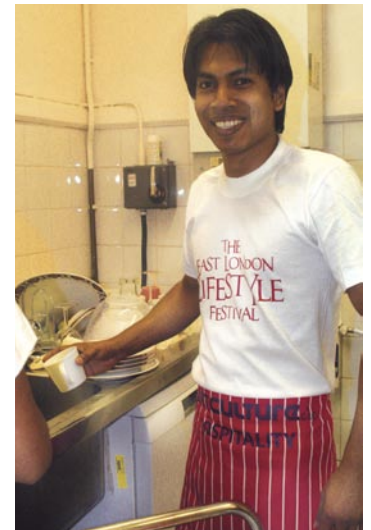
there necessarily to be 'won over'. The HC can provide food or 'manage' assigned assets already provided. (i.e You are a catering Company or own a restaurant and produce your own menu). See other things that the HC can do as part of HC Basic Events Management service:

BASIC SERVICES

- ★ Budget Management
- ★ Source Supplier(s)/Supply
- ★ Revenue Protection
- ★ Basic Accounts
- ★ Accounting /Protocol
- ★ Staffing/Waiters
- ★ Porters

KEY OUTCOMES

- ★ Basic Catering Management & Facilitation
- ★ Hospitality Staff available: 125
- ★ Corporate Catering with brand awareness



TESTIMONIALS

"...The food was well prepared and the whole thing started on time - a bonus!
Festival Organisor, London UK

"...If it wasn't for the HC, I would be flat out tired right now!
Cultural Organisor, Zambia

Read other HART CULTURE Publications

GROW YOUR BUSINESS WITH HART CULTURE
HART CULTURE Publishing, 2011

BASIC ARTS EDUCATION
HART CULTURE Publishing, 2011

VOLUNTEERS GUIDE TO HART CULTURE
HART CULTURE Publishing, 2011

YOUR GUIDE TO HC SOCIAL CLUBS
HART CULTURE Publishing, 2011

Region:	Nationwide
Community Served:	2,500 People
Hours/Service:	1,200 +
Lead Awarding Body:	HC Grants & Sponsorship Fund
Cost:	£10,000k