

EventMaster® PLUS!



Use the software you already know

EventMaster PLUS! provides tight integration with Microsoft® Word, QuickBooks® Pro, and other popular programs.

Sales and service

Electronic function book

Use the graphical color-coded electronic function book to see what you have booked, and where. Identify which events are definite, tentative, or waitlisted. Totally eliminate accidental double bookings.

Customer database

Track all of the important information about your customers. Search the customer database quickly and easily, and make all of your changes in one place.

For Colleges and Universities

EventMaster PLUS!

EventMaster® PLUS! from CBORD® is a complete catering management solution. Save time, improve service, increase profits, and greatly simplify the management of "all the little details" that can make or break a catered event.

The easy way to manage all of your catered events

EventMaster PLUS! helps you quickly and easily manage your catered events. Forecast and close new business, handle back-of-house and front-of-house management, generate customized letters, and more!

Getting started is easy

Start using the software the day you install. EventMaster PLUS! is very easy to use, and does not require complicated setup and database development.

Get easy access to all the features you need

The Event Information window is your bird's eye view of the entire event. From here, access all the details of menus, staffing, outside goods and services, customer information, room layout, and more, all with the click of a button.

The best in catering management

- **Eliminate double bookings**
- **Easily track all customer and event information**
- **Automatically generate proposals, contracts, and other customer correspondence**
- **Use the Trace File feature to see who you need to call today to finalize menus and guest counts, solicit new business, etc.**
- **Manage the scheduling and payment of your staff**
- **Automatically adjust menu quantities when guest counts change**
- **Manage and bill for third-party goods and services**
- **Automate accounts receivable functions including deposits, invoicing, statements, and aging.**

EventMaster PLUS!

Sales and service (continued)

Trace File

Never forget to make a call to confirm guest counts, finalize a menu, get a deposit, or book new business. The EventMaster PLUS! Trace File feature automatically displays the list of contacts you need to make today.

Customized letters

Never create another letter by hand! Customize standard letters with our WaterMark feature. You select fonts, margins, logos, and standard text for proposals, contracts, etc., and EventMaster PLUS! does the rest. Print, fax, or email the letter right from your computer! WaterMark helps promote your image and style, and saves you time.

Back-of-house management

Staffing

EventMaster PLUS! shows you who on your staff can fill the positions you need, based on their individual skills and availability. The system keeps track of the rates that you pay to and charge for your staff. It will calculate charges based on minimum hours, if specified. Assign staff by name (I want Joe to work this event), or simply by skill (I need one bartender and three servers for this event).

Third party goods/services

Keep your list of providers for linens, flowers, photography, and all other outside goods and services. The system will track both what you pay and what you charge for these things, and will reflect this in your bottom line.

Customized BEO

Fully customize your BEOs. Set up your back-of-house event sheets to include the information you need, where you want it. Optionally print separate sheets for food, staffing, equipment, and more.

Room layouts

EventMaster PLUS! provides tight integration with popular room layout software.

Revenues and cash flow

Cost and profit analysis

Build your menus with the confidence that you are meeting your goals for profitability, sales volume, and foodcost percent. See per-person and per-event cost and profit analysis as you build your base items and packages, and as you build the menu for each event.

Menu management

Build event menus from a database of à la carte items and menu packages. Accept the suggested quantities you defined in the base items, or change the menu mix for a specific event. Never again adjust quantities by hand when the guest count changes—EventMaster PLUS! does this for you automatically. Price menu items on a per-head basis, by the piece, or at a fixed price.

Packages/SuperPackages

Use our Package database to pre-build your own package menus. Include food, beverage, decorations, etc. Achieve predictable costs and profits, and reduce over-production while minimizing the training required for order takers and sales reps. SuperPackages take the package concept one step further—you can have virtually your entire catering menu in a single package. Use the simple “wizard” interface to specify the details on everything from a simple sandwich or specialty cake right on up to the most complex cocktail parties and receptions.

Accounts receivable

Manage all of your receivables, from tracking deposits to invoicing, generating statements, and tracking aged receivables. The A/R section, like all other parts of the system, can be configured with security to prevent unauthorized access to sensitive data.

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