



LVA

The Art of Great Food and Drink

Diploma in Bar & Food Management

2024/2025 Prospectus



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Here's what our participants have
said about the Diplomas



1. Introduction

Following 7 successful sold out years of the LVA Diploma in Bar & Food Management, we are now delighted to open for applicants for our next year, commencing on 8th October 2024. This Diploma is suitable for publicans and junior and senior managers. It will be held in the LVA offices in Ballsbridge.

The Diploma will run over a term of 10 modules every second Tuesday from 10.00am to 1.00pm and then 1.40pm to 4.40pm commencing 8th October 2024 until 8th April 2025. The LVA will provide lunch onsite for delegates.

The Diploma focuses on practical learning and offers valuable templates which can be used in the participants' own premises.

It teaches participants upselling, waste reduction, customer service and increasing revenues, to name but a few. 50% of our participants are publicans or running the premises themselves and this adds to the rich examples worked through in classes.

For example, the HR and performance management modules cover many of the areas that take up a lot of time for pub management such as recruitment, handling employee disciplinary issues and improving overall employee performance levels and motivation. Many pub managers had been looking for a way to increase their knowledge across these and other areas but in a practical way. The Diploma has been set up to do just that and to fulfil that need.

All course materials are available for download and review 24/7 from our online learning resource portal IACT. The course ends with a Graduation Ceremony celebration with friends and family.

General Course Details | The following rules apply for applicants:

- A The courses are exclusive to LVA Members and their employees.
- B The Diploma is aimed at publicans, senior management, middle management and senior bar and kitchen employees.
- C A course fee of €850 must be paid upfront to secure a place. Only 38 places available.
- D It will be an in class course every second Tuesday from 10.00am to 1.00pm and then 1.40pm to 4.40pm commencing 8th October 2024 until 9th April 2025.
- E LVA source top class course presenters with over 20 years' experience each such as Marc Thornton, DTA Marketing, Theresa Keane, Boosh & Bia and Brian Downes, Talent Optimisation Consultant.
- F Participants will be provided with valuable operational templates, course notes and other relevant learning materials for each module in advance through IACT.
- G Assessment will be 70% multiple choice questions and 30% classroom participation & attendance.
- H Combination of active learning and classroom learning. Aim is to be as practical as possible. Less focus on academic heavy theory. Role plays and case studies/real life examples will be used to embed learning where relevant.



2. Overview of topics covered

All modules will focus on standard operating procedures (SOPs) and lean management principles.

Customer Care & Communications

- Upselling
- Delighting – making a difference to customer experience
- Communication - Effective listening, engaging with customers
- Dealing with complaints
- Customer journey
- Setting standards
- Social and cultural standards

Strategic Vision & Management

- What is hospitality in today's business environment?
- The effect of online reviews
- SWOT – through the lens of the SDGs
- Storytelling – who we are. Why do we do what we do?
- Innovation – change management – the menu
- Sustainability
- Building cultures
- Developing a charter of positive change



Human Resources Management

- Recruitment and selection: Terms and conditions of work, job analysis, job description; employee specification, advertisement, sorting applications, short listing, interviewing, and induction which will include role plays.
- Grievance and Disciplinary Management – which will include role plays
- Overview of HR legislation relevant to the drinks sector
- Absence management
- Reward strategies

Performance Management

- Understanding the potential performance gaps
- Engagement and performance
- Structures for developing and managing high performance
- Creating a performance management strategy
- Performance conversations
- Leadership styles

Team Development

- Team Centric Business
- Team & Group
- Social Team Development, Building & Bonding
- T.E.A.M. Framework
- Connected Leadership
- 4 Dimensions of Behaviour

Marketing Management

- **General Marketing** – upselling, print media, customer generation.
- **Event Management** - Defining and conceptualising events, impact analysis,
- Event planning, marketing events, event sponsorship, Management issues, identifying the key to successful events.
- **Social Media** - Effective social media management and analysis of these activities, branding. Attracting customers from overseas – Use of Google, magazines, 360 degree videos.



Hospitality Law & Insurance

- Introduction to Hospitality Law
- Intoxicating Liquor Licensing
- Entertainment Permissions Admission
- Refusal Law
- Law governing Supply of Intoxicating Liquor, Liability for Personal Injury and Liability for Theft of Customer Property
- Data Protection Act
- Surveillance Law – CCTV use.
- Avoiding claims within your premises.
- Managing Insurance claims effectively.

Occupational Health and Safety

- Irish Occupational Health and Safety Legislation & Covid-19 protocols
- Risk Management
- Occupational Hygiene
- Accidents and First Aid
- Chemical safety and electrical, gas and fire safety
- Security, stress, violence and bullying
- Manual Handling and ergonomics
- HACCP and allergen management
- Use of hand tools and portable equipment
- Disabled persons management

Fraud Prevention

- Data/information control systems- password control
- Credit card security
- CCTV security and employee security
- Fraud prevention

Wine Studies – Wine Appreciation

- Basics in Viticulture and Vinification
- Old v New World styles
- Wine Industry trends
- Service, Decanting, Storing
- Wine tasting (non-alcoholic also)



3. Timeline for each module

Module Number	Module Title	Total Number of lecture time	Total Investment
01	Customer Care & Communications	9	
02	Strategic Vision & Management	9	
03	Human Resources Management	9	
04	Marketing & Event Management	6	
05	Performance Management	6	
06	Team Development	6	
07	Occupational H&S	6	
08	Wine Studies – Wine Appreciation	4	
09	Fraud Prevention	3	
10	Hospitality Law & Insurance	3	
Totals		61 hours	€850

4. Payment

A course fee of €850 must be paid upfront through Eventbrite or by calling the LVA with credit card details. It is non-refundable for non-attendance.

Each delegate must complete the entire course – it cannot be broken down among several employees. Refunds cannot be given as the course will be sold out.

Refunds will not be given due to non-completion. To be awarded the Diploma in Bar & Food Management, all modules must be passed.

6. Course Timing

Course will run in LVA offices in Anglesea Road, Ballsbridge, every second Tuesday from 10.00am to 1.00pm & then 1.40pm to 4.40pm commencing 8th October 2024 and running until 9th April 2025.

Lunch and tea & coffee breaks will be provided by the LVA onsite.

Free parking available for delegates onsite

5. Assessment of Courses

There will be a maximum of 38 per class. 30% of the grade will be awarded for classroom participation. 70% on multiple choice questions for each module.

70% attendance required to complete each module class. Attendance to be confirmed by the LVA to the person(s) funding the course.



7. Here's What Our Graduates Say

“

I really enjoyed it and I thought it was great to just get away from being inside the bar, take a bit of time out and reflect on the business side of things, instead of always being just behind the bar. I just thought it was very uplifting meeting other people as well that are in your industry, talking to them and getting feedback on their business.”

Anne-Marie McGrath, Owner
McGrath's, Drumcondra



“

“I felt comfortable straight away.
You're there to learn and the lecturers were brilliant.”

Tom Connolly
The Sheds, Clontarf



“

The course was magnificent. It was based over a number of weeks when we hit all the things you have to do day to day be it marketing, food safety, bar management in general – all the topics were covered and I thought the course was excellent. I would recommend it highly. Do it. If anyone is interested in this industry, if anyone wants to understand the inner workings of a bar, I'd recommend you do it.”

David Lombard, Manager
Kennedy's Bar, Westland Row



“

“It was a lot of fun. A great way to meet people in the same industry as you and are also having the same problems as you, so it makes you feel like you're not alone.”

Chloe McDonnell
Walter's, Dun Laoghaire

“

I would recommend the course, there's a lot of information in there that you may think you know but you don't know. If you do the course it's all there for you.”

Derek Stanley, Owner
The Boomerang Bar, Bray



“

“The course is incredible. Great knowledge and the instructors explained to us all about hospitality.”

Aleksiej Pozuvanskis
Butler & Barry, Bray



Licensed Vintners Association

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