

# ICA Workshop

## September 24-25, 2024 | Las Vegas, Nevada

### **Benefits Worksheet**

**Use this worksheet to share value of attending the ICA workshop.  
Fill in the estimated value for each benefit.**

Your Organization's Benefits	Specific Needs and Training That Meets that Need	Estimated Value
Education / Training	<p>A day and a half of education: 8 educational classes and 1 breakout session covering topics in sales, operations, culinary, technology, and financial planning.</p> <hr/> <p>A day and half of culinary experiences including the following:</p> <ul style="list-style-type: none"> <li>• Host Commissary Tour</li> <li>• Welcome Cocktail Reception</li> <li>• Dinner</li> <li>• Breakfast</li> <li>• Lunch</li> <li>• Closing Cocktail Reception</li> </ul>	
Networking	<p>The workshop provides opportunities to network with industry leaders to get ideas and help solve challenges with others in similar positions in different markets.</p> <p>The workshop provides opportunities to network with ICA sponsors to help solve challenges that face catering businesses.</p>	
Operations	Learn how the host caterer structures their business and how they manage difficult situations.	
Menu Development	Learn from host caterer how they develop new menus	
Recognition	Opportunities to gain recognition for you and your company including speaking and networking with industry leaders.	
Other Company Benefits		
<b>TOTAL</b>		