

CASE STUDY on Member Value and Engagement



amcinstitute.org



www.internationalcaterers.org

Organization Profile/Overview

- 501(c)6 formed in 1981
- 1,200 members across the globe
- Provides education, mentoring and resources to professional caterers

CLEMONS

& ASSOCIATES, INC.

www.clemonsmgmt.com

AMC Profile/Overview

- Full-service accredited AMC
- Provides management expertise and tailored solutions
- 40+ years in business

Challenge

- Each state and jurisdiction presented unique challenges and subsequent opportunities at differing times with all members losing between 70%–90% of existing catering business each month. How were caterers going to adjust their business models to survive given new restrictions on gatherings as a result of the pandemic?

Actions Taken

Step 1 Development of open Zoom meetings taking place a minimum of once a week

Step 2 Identify issues, leaders, and resources, then launch meetings within five days

Step 3 Invite membership and the industry to participate and collaborate

Step 4 Weekly SCANS of the industry's immediate hurdles; then brainstorm innovative solutions through collaborative meetings

Goals

- Provide leadership, resources and options for members to implement during historic disruption of the catering industry
- Provide a channel for consistent engagement among membership

Results

- Over 3,305 participants to date and 147,753 minutes of collaborative education
- New revenue streams were identified weekly, including newly formed hotel partnerships as hotels closed their in-house catering departments

Insights/Learnings

- Meetings morphed from providing one overall track weekly to three specific tracks
- Collaboration was key to all new revenue streams for survival
- Social media and technology have become their lifelines

The ICA was/is the industry leader providing over 40 collaborative meetings to help members and the catering industry at large find ways to resuscitate their businesses and keep jobs for their teams.

Ken Barrett – Sweet, The Catered Affair