



**Certified Professional
in Catering and Events**

Exam Structure

The CPCE exam is comprised of 175 multiple choice questions. The exam allows 2.5 hours for completion. Four multiple choice answers are provided for each question. Only one of the four answers is correct. To pass the exam, candidates must score a minimum of 70% correct. The exam is only offered in English; translation into other languages is not available. The CPCE exam consists of questions designed to emphasize the core competencies of the catering and events industry, listed below. Each exam offered is unique, representing a selection of questions from these core competencies. The numbers in parentheses designate the quantity of questions included from each.

Accounting (18)

- Define and understand Generally Accepted Accounting Principles (GAAP).
- Define the elements of financial statements, including statement of cash flow, balance sheet and income statement.
- Define basic accounting terminology for catering and event industry leaders.
- Define accounting and inventory valuation methods.
- Explain how to calculate food, beverage and labor costs for catering and event operations. · Describe the basic characteristics of budgeting for an operation.

Beverage Management (25)

- Describe fundamental characteristics of various types of beverages.
- Identify the primary legal considerations regarding alcohol service.
- Explain how to calculate beverage cost and pricing for profit.
- Understand the differences between ordering by the drink, by the bottle or by the hour.
- Assist customers with beneficial beverage pairings.
- Consider the placement of bars and drink service areas for event flow and quality service.

Catering Services and Operations (35)

- Calculate the number of portions necessary to prepare for various types of catered events.
- Identify the most important procedures used by catering and event professionals for food preparation, storage, and handling.
- Create menus that can maximize revenue and provide high quality service to customers.

- Describe basic characteristics of various styles of food and table service and evaluate staffing needs.
- Assess and implement customer requests while recognizing operational constraints in order to deliver high quality food and beverage during an event.

Contracts and Risk Management (18)

- Define the components of a contract, essential clauses for receiving products and services and the importance of maintaining legal paperwork.
- Define breach of contract and explain how to prevent and enforce.
- Understand risk as it relates to safety, liability, and legal exposure.
- Identify laws that affect catering or event organizations and legal options related to those laws.

Event Design and Execution (35)

- Understand and identify various event functions and the appropriate sequences of events for those functions.
- Describe the various ancillary services available to caterers and event planners. Describe the steps involved in the event planning process.
- Understand the basics of various types of events and weddings.

Human Resources and Administration (19)

- Describe the steps in the hiring process.
- Describe the goals and information provided during the onboarding process.
- Describe the stages of the training cycle.
- Identify the essential functions and legal considerations involved in employee performance appraisals.
- Identify guidelines for an exit interview program.

Sales and Marketing (25)

- Differentiate between sales and marketing.
- Identify strategies in developing a marketing plan.
- Conduct a SWOT analysis to identify one's product and conduct a competitive analysis.
- Understand competition in the marketplace and pricing strategies.
- Define the importance of social media and electronic forms of marketing within a marketing plan.
- Identify elements of the sales forecasting process.