

## PRESS RELEASE

# Caterease Expands Popular Web Training Classes

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### **Naples, Florida –**

They say that knowledge is power – and no software company gives you more power than Caterease Catering and Event Management Software.

In addition to private, on-site trainings and popular regional classes, Caterease offers an array of convenient web trainings as well. With the immense popularity these classes have enjoyed, Caterease recently announced the introduction of several new topics for their customers to explore.

“Web trainings have become the preferred method of learning for many of our customers,” says Michelle Lang, Caterease Training Coordinator. “There are so many benefits – no travel costs, the comfort of learning at your own desk, the convenience of choosing the topics that most interest you. And since you are talking to a trainer and seeing his work live, there is really very little difference between this and training in person.”

Of course, in addition to cost, the other big difference with the web training classes is time. “Some people find it difficult to spare the time it takes to attend one of our two-day classes,” notes Chris Kopriva, Caterease Director of Training. “However, almost everyone can spare an hour to learn something that will save them so much more time in the long run.”

As cost for travel has continued to grow, so has demand for these handy training alternatives. In response, Caterease has added a variety of new web training topics – including “Managing Your Customer Database”, “Managing Prospective Leads”, “Customizing Your Food/Service Menus” and more. While each of these topics is covered in the Regional and On-Site training classes, web training classes explore the subjects in much more detail.

“That’s another benefit of the web training format,” explains Kopriva. “Because customers are choosing the specific subjects they want to learn, we have the opportunity to go much more in-depth. The guide books for the classes are incredibly detailed, and serve as an exceptional resource even after the class is over.”

Furthermore, customers are invited to attend any class up to three times at absolutely no extra charge – a huge benefit for those companies who still need to conduct business while the training is going on. “We have a lot of clients,” Lang points out, “who might

have two people attend a class while two others field phone calls and meet with clients. Then the next week they switch off, so everyone has a chance to learn the same material.”

With such a diverse collection of topics and such a convenient format, Caterease web trainings are the perfect way to gain a little knowledge – and to put the power of this revolutionary program in your hands.

### **About Caterease Software**

Caterease Software, developed by Horizon Business Services, Inc., is a comprehensive event management program unparalleled in the hospitality industry. For more than a decade, event management professionals of all sizes – from independent restaurants and caterers to large hotel chains and conference centers – have come to rely on the power and user-friendliness that Caterease is known for.

Designed in conjunction with experts in the hospitality industry, Caterease offers the perfect blend of essential features and an attractive, easy-to-use layout. With more flexibility than any other software, Caterease even allows the end user to redesign the program to perfectly fit his or her specific business needs. Caterease is truly automation made easy, and is the ideal solution for the hectic world of catering and event management.

Visit our website [www.caterease.com](http://www.caterease.com) or call 800.863.1616 for more information.

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