

The Roots Academy is part of the Roots function venue as well as the Potchefstroom Chef Academy.

These ventures are interlinked in terms of sharing expertise and experience. This is where students start gaining industry experience during their studies!



POTCHEFSTROOM CHEF ACADEMY

International Diploma:
Food Preparation & Culinary arts

www.potchefstroomchefacademy.co.za



ROOTS ACADEMY

National Certificate:
Conference & Events Organising

www.rootsacademy.co.za



**SHAPING
YOUR CAREER!**



DO YOU LOVE PLANNING? WE WILL TEACH YOU THE SECRETS TO SUCCESS!

The Roots Academy offers a training program for the events industry. We also offer additional courses like photography, flower arranging and design to ensure that our students are multi skilled.

International DIPLOMA IN HOSPITALITY



Content of the course:

- * Principles of hospitality
- * Customer types, needs and expectations
- * Customer needs in different hospitality situations
- * Principles of customer service
- * Business/brand standards
- * Principles of meeting and exceeding customer expectations
- * Principles of dealing with customer incidents, issues and complaints
- * Concierge and Guest Services
- * Effective, two-way communication
- * Establish needs through questioning
- * Act on information
- * Business knowledge, skills & behaviour
- * Cost saving measures
- * Personal conduct, behaviours and personal performance
- * Health, safety and security
- * Legislative requirements and responsibilities
- * Current environmental issues
- * Technology used in the hospitality industry
- * People knowledge, skills and behaviour
- * Team dynamics
- * Understanding the need for deadlines
- * Keeping up with changing industry

practical
experience at
The Roots

multiple
skills
development

vibrant
student life
in
Potchefstroom

Accreditation:



Additional aspects covered during the course

- * Flower arranging and decor principles.
- * Basic photography.
- * Basic graphic design.
- * CV design.
- * Culinary appreciation.
- * First aid level 1 (accredited)
- * Basic fire fighting (accredited)



EVENT PLANNING

FEES

- * Fee of 2024: R38 000
- * a Non-refundable deposit needs to be paid 7 work days after being informed of acceptance.

The deposit is R19 000

- * The rest of the amount is payable in monthly instalments until end of August.
- * Please note that fees will escalate by percentage each year.

THE FEES INCLUDE:

- * All learning material.
- * In-house industry training for 1st & 2nd year.
- * T-shirt.
- * Access to free wi-fi

Registration closes 13 January 2024

ENROLMENT PROCESS

- STEP 1: Send an email to media@theroots.co.za or complete the form on the website - www.rootsacademy.co.za
- STEP 2: Roots Academy will email you all information as well as the application form.
- STEP 3: Roots Academy will contact you to arrange for an interview.
- STEP 4: You will be informed about the outcome 7 working days after the interview.

BASIC REQUIREMENT TO ENROL

Grade 12 and an average of at least 60% .



INDUSTRY EXPERIENCE

Students complete practical hours during industry training at the Roots function venue.

