



# MATHEMATICS OF THE MEETING ROOM

How Food and Drink Can be Used to Define the Goals of Your Next Meeting.

Most meetings that involve senior members and/or clients often feature some type of food and beverage. Here are a few main considerations to keep in mind when planning your next session:

- 1 What you offer is a representation of your company and your brand, particularly if that brand is being represented to clients.
- 2 Meeting success also hinges on the types of food you offer your attendees. You want to ensure that you provide the right variety to keep attendees energized throughout a long meeting.
- 3 In addition, a glaring 78% of companies admitted to offering food at client meetings but not at equally important internal meetings. If you want the same rate of success with your internal team meetings as you do in your clients, you should put the same amount of effort into arranging that meeting.



Consider the most common company meeting: the Monday morning meeting. Monday morning has been hailed as both the best and worst time to have a meeting. While you do need to brainstorm for the week ahead and make sure everyone's on the same page, people are least attentive on work days following a weekend or holiday.

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You can win back your team and make sure they're mentally present come meeting time. Monday meetings, no matter how small, should always include coffee. You can offer [Canteen gourmet coffee](#) or encourage staff members to bring a cup of joe to the table from the breakroom. For larger and longer meetings, consider having some snack-sized breakfast items like fresh fruit, granola bars, or whole grain bagels.



Managers tasked with the job of organizing large team or client breakfast meetings might also want to consider offering:

- ✓ **Whole grain food options**
- ✓ **Continental breakfasts for more formal business meetings**
- ✓ **Veggie & fruit platters for informal meetings**
- ✓ **Beverages including water, coffee & juices**
- ✓ **Vegetarian, vegan, and gluten-free options**

Food served at a meeting should do more than just fill up attendees; it should offer nutritional value and fuel for great ideas. To make sure you achieve these goals for your meeting, consider partnering with [Canteen](#) for catering or dining solutions to help coordinate the food for the meeting and ensure that it's all included.

Sharing food is also a communal act that fosters fraternity. It eases people into the meeting, helps them feel more relaxed, and in turn, encourages them to be more engaged. In the case of client meetings, having food is a disarming act that takes away the formality of the meeting and helps create a sense of ease in the transaction. In short, food is a formative tool in securing your next meeting's agenda.