

HOW TO PROMOTE YOUR HOSPITALITY PROGRAM

Send news releases and articles about your hospitality program (see enclosed samples) to local newspapers. Don't forget the small weekly publications. Because their staffs are smaller, they are often more likely than larger papers to publish information you submit.

Keep visible in the media. Don't submit one news release and then remain silent the rest of the term. Send out news items about successful graduates, guest speakers, student internships, partnerships with local hotels and restaurants, and special events sponsored by your program.

Distribute the "People on the Move" brochure at area high schools, vocational centers, community centers, libraries, and hotels. There's a place on the back of the brochure for your school's contact information. Use a label or stamper to affix your information to both the "People on the Move" and "A World of Possibilities" brochures.

Post notices in fast food restaurants, the mall, and other places where potential students spend their time, and in employee break areas at local hotels, restaurants, and other companies.

Advertise! Try local and regional newspapers, local magazines, and publications at area high schools. You might also check to see if the hotels and restaurants in your community publish advertisements in their employee newsletters.

Show EI's "There's a Place for You Here" video at local high schools and area career fairs to spark the interest of prospective students.

Distribute copies of "A World of Possibilities: Your Career in Hospitality" to high school guidance counselors and business and consumer science teachers. Be sure that your school's contact information is prominently displayed on the back cover of the brochure.

Set up a display for your program at your school's new student orientation. Include information about jobs in the hospitality industry (enclosed in marketing kit), as well as information about your classes and internship opportunities. Try to capture the "undecided" student population right at the start.

Link up with hospitality organizations. Request that a link to your school be included on the "hospitality links" page of EI's web site (a fax form is provided for your convenience). If your city or regional hospitality association has a web site, find out if they can set up a link to your web site. Look for other opportunities to set up reciprocal links with other organizations. For instance, Adventures in Hospitality Careers (www.hospitalityadventures.com) offers free links for schools in return for a free link on your school's web site.

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If you are not already a member, join the International Council on Hotel, Restaurant, and Institutional Education (CHRIE) or EuroCHRIE. The organization offers many benefits to member schools and can increase your program's visibility. You can learn more about them by visiting their web site at www.chrie.org.

Make sure that your web site (if you have one) is an attractive and informative place to visit. Along with program information, include profiles of students and graduates, internship opportunities, career ladders and salary ranges, and articles about hospitality industry trends. This could be a valuable project for students in a hospitality marketing class.

Call your EI account executive and request a list of high schools in your market area that teach lodging. Make personal contact with those instructors and invite their students for a campus tour. Establish articulation agreements with local high schools that offer a hospitality curriculum. Schools using EI's Lodging Management Program (LMP) are good candidates for articulation agreements.

Contact the School-to-Career Director in your state to find out how you can best connect with high schools in your state that teach hospitality. If you do not know your state's School-to-Career Director, call EI at 407-999-8160 and we'll give you the information you need.

Get involved in the community. Have your students volunteer at the local Convention and Visitor's Bureau. Let the CVB staff know that your students can register people for conventions, serve food at receptions and dinners, and perform other hospitality-related tasks for them. Be sure and publicize your school's participation in these events.