



HOSPITALITY EDUCATION

2006 – 2007 SALES PLAN

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GOAL

Provide two hundred and seventy service/destination training workshops, expanding the areas of potential attendees from within the industry and community.

STRATEGIES:

- Market the value of training programs as an industry sales tool to industry partners through e-news, e-mail, web postings and newsletters. Develop mutual objectives for training programs with Chambers of Commerce to offer their members, staff and volunteers, who in turn will become advocates for the value and importance of such training within our destination.
- Increase community volunteer training programs by six for local events and festivals while continuing to expand opportunities within existing events.
- Work in tandem with existing industry organizations, restaurants, shopping malls, transportation companies and law enforcement agencies to offer customized training for employees who have direct visitor interaction.
- Continue to expand and implement a county wide destination-training/service program partnering with our municipalities. This educational training collaboration "Explore Floridasbeach" will be offered throughout the county twice during the year. Participants will learn first hand about the destination and visitor service.
- Continue to develop a train the trainer program, offering steps of training, learning techniques and tools for training through a series of workshops.
- Implement a series of three tiered best practices module customer service-training program to be offered through local industry partners.
- Develop three programs that will allow industry attendees to maximize their destination knowledge or service techniques. These programs will offer three levels of certification from basic to expert.
- Continue to explore web-based training opportunities to expand the potential number of trainees for service and destination programs throughout the county.
- Create collaborative training initiatives within the industry addressing professional development.
- Continue to research, and create various training's, scheduling and support for collateral materials for presentations.
- Present the Hospitality Education Department as the catalyst for industry resources and training needs.

GOAL

Assess, implement and coordinate twenty five additional educational workshops applicable for the needs of Superior Small Lodging, condominiums as well as other segments of the hospitality industry.



STRATEGIES:

- Continue to develop industry niche market workshops to attract and service new business to the destination, providing expert panelist from specific CVB departments.
- Present and promote three nationally known industry speakers on topics beneficial to the industry.
- Continue to research, develop, and expand value based training strategies and practices for the industry.
- Expand industry outreach programs that address “mother nature” phenomena such as Red Tide.
- Develop three programs with existing state associations, FRLA, MPI, FACVB, or a variety of culinary trade associations to expand programming opportunities and expand resources.
- Continue to enlist hotels and facilities to provide in-kind meeting space for the workshops.

GOAL

Develop sixty educational awareness programs that increase student registrations to the hospitality industry by 10% while continuing to cultivate the professional development for those individuals currently employed in the industry. While identifying and promoting hospitality educational resources to students and educators.

STRATEGIES

- Promote the hospitality industry through presentations, and resource centers as a valued profession. Continue to develop programs aimed to recruit students of diverse backgrounds.
- Continue the development of hospitality programs expanding these programs from three to four. Monitoring the industry in maintaining curriculum standards at area high schools and technical schools are established.
- Expand a Hospitality Career Day to introduce students to the industry, utilizing colleges, and technical schools with hospitality programs as the recruiters.
- Continue to partner with the industry to offer five American Hotel Motel Association Certifications, providing professional development opportunities. and local college students.
- Continue to identify and create awareness for scholarship monies through industry organizations, Chambers of Commerce, newsletter, presentations and the CVB’s
- Research the availability of scholarships through industry organizations.
- Continue to develop programs such as the Hospitality Educational Experience that showcases our destination for future employment to hospitality students from our states seventeen college/ universities.
- Research and promote internship and mentor opportunities within the industry to students majoring in hospitality through school clubs and organizations.
- Continue to expand the Pinellas County Culinary Competition partnering with industry and local high school programs.
- Continue to promote the Hospitality Career Center for industry resources at Finance Park which hosts middle and high school students.
- Continue to develop through the CVB’s Hospitality Education web page on-line information, which identifies scholarships, educational opportunities and work-to-school programs for students.