

HOSPITALITY - SALES STUDENT INTERNSHIP SKILLS LIST Provo School District

This list is designed to help you obtain considerable information during your internship period. The column on the left will designate various procedures used in your internship you have been assigned. When you observe a procedure, record the date and have your mentor or sponsor initial the square. There is a lot to see and learn. Be sure to ask your mentor to show you as much as he/she can.

PROCEDURE OR SKILL	DATE	INITIAL	DATE	INITIAL	DATE	INITIAL
RESEARCH HOSPITALITY TRENDS AND CHANGES IN THE MARKETPLACE						
1. Relay trade publications information to staff						
2. Conduct rate/amenities surveys						
3. Research changes in local economy						
4. Review government budget changes						
5. Develop rate strategies						
6. Pursue association rotation business						
7. Review/chart historical trends						
8.						
9.						
PLAN EVENTS						
10. Determine space availability						
11. Review historical bookings						
12. Schedule group site inspections						
13. Consult capacity chart						
14. Block sleeping room/event space						
15. Determine budget						
16. Match off-site amenities to customer needs						
17. Determine billing arrangements						
18. Formulate a contract						
19. Identify individual in-house special needs						
20. Assess transportation needs						
21. Obtain group itinerary						

22. Determine space and equipment needs			
23. Schedule taste tests			
24. Select menu			
25. Diagram space			
26. Coordinate with outside vendors			
27. Hold pre/post convention meetings			
28. Distribute banquet contracts/revisions to departments			
29.			
30.			
31.			
32.			
COORDINATE MARKETING STRATEGIES			
33. Initiate holiday events			
34. Implement yield management			
35. Plan local promotion packages			
36. Tailor corporate programs to local market			
37. Participate in promotional coupon programs			
38. Design direct mail campaign			
39. Develop special market brochures			
40. Place radio/TV advertising			
41. Negotiate trade-outs			
42.			
43.			
44.			
SOLICIT NEW BUSINESS			
45. Qualify business			
46. Advertise facility and services			
47. Contact potential clients			
48. Network with meeting planning organizations			
49. Host promotional events			

50. Network existing base for new business			
51. Follow-up on leads from memberships and affiliations			
52.			
53.			
54.			
55.			