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