

DETAILED WORKING CONTENT

1. Offline methods:

1.1. Large-scale projects (whole campus):

- Send representatives to exchange views with representatives of YHA 2016. Make sure that the representatives from universities understand thoroughly all information of the contest and are able to inform correctly to their students.
- Hold a meeting between YHA and representatives from universities to decide a plan to introduce YHA 2016 at their campus.
- Hold a meeting to introduce YHA 2016 (held by university and at least 1 meeting).
 - Participant: Students studying about Tourism and Hospitality, as well as student interested in the contest.
 - Duration: Based on schedule of university.
- Take photos (or record videos) and send to YHA.
- Allow to paste up posters of YHA 2016 on bulletin board.
- Send brochures of YHA 2016 to students.
- Send mails and announcements about the contest to students.

1.2. Medium-scale and small-scale projects (during classes):

Representatives from YHA and university hold a meeting with monitors from Tourism Department, Hospitality Department and all related departments.

- Require that all the monitors understand the contest thoroughly.
- The monitor holds a class meeting to introduce YHA 2016 to all the class members.
- The monitor shares a post about YHA 2016 attached with files, Facebook link and website of YHA so that class members can follow easily.



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2. Online method: On official Facebook page or communication Facebook page of university/class:

- Share a post introducing YHA 2016 (at least 1 post) attached with the official Facebook page of the contest.
- Share a post from YHA official Facebook page at least once a week, from September till the end of November.



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