

CHECK IN AND CHECK IT OUT!



Check In - and Check it Out! has been developed to deliver key learning opportunities to young people about both the hospitality sector and the media, in particular both information gathering and the use of ICT for desktop publishing.

The programme was inspired by a real publication produced for passengers on a cruise liner. This is produced each day for passengers and serves as a key communication and promotional tool onboard a 1,000 passenger cruise liner.

Passengers receive a special newsletter through their cabin door each evening with information given based on the following day's arrival port and entertainment programme, etc. Information in the newsletter includes:

- Important messages from the Captain and senior management including safety notices, special events, etc,
- Weather in the next port and departure, disembarkation and embarkation times.
- Information on the arrival port including tips such as currency requirements.
- The on-board entertainment programme.
- Various special offers and promotions in the ship's shops, salons and casino.

Check In - and Check it Out! translates the cruise communications concept to various tourism-related venues when guests 'Check In' and need to 'Check Out' what is on offer to them during their stay or visit.

The formula of this programme is capable of replication in hotels, airports, museums and visitor attractions, ferry terminals and even railway stations. Overall it is designed to give pupils an insight into the range of career opportunities in individual divisions of the hospitality, leisure, travel and tourism sectors whilst embedding key employability skills

Check In - and Check it Out! sees up to 40 pupils spending the day at a tourism venue with the end goal of producing a four sided A5 newsletter for guests outlining key information, promotions, etc.

At the venue, after a briefing on the purpose (and challenges) of day the event starts with a presentation from a senior member of the venue's management team who will give pupils an overview of that venue's operations and divisions.

Pupils are then split into groups of up to 10 and are allocated an appropriate area from the venue's divisions. For example:

- Housekeeping
- Conference and banqueting
- Reception and bookings
- Restaurant and bar
- Accounts and Sales
- Maintenance

The pupils are then given ten minute presentations on their allocated divisions before working in teams to produce an A5 newsletter for guests. At the end of the day members of the venue staff will be asked to view the finished 'publications' and provide positive feedback to pupils on their work.

Built into all stages of this one day programme are the 12 employability skills including:

- Teamwork, problem solving, and communication.
- Meeting deadlines including task and time management.
- Listening to, and acting upon, instructions.
- Creativity and innovation.

Participation in this programme can also support pupils' portfolio building requirements for various academic and vocational routes.

Education Business Connections provides:

- Recruitment of, and liaison with, the appropriate venue.
- Practical advice and guidance to company representatives on the development of their proposed presentations and required support.
- Recruitment of schools to take part in the event.
- Full event organisation, including arrangements for venues, transport, and all related housekeeping aspects.
- Full post-event evaluation.