

Book Your Next Career



Campaign Playbook

Created by



CindyMillerCommunications.com

Table of Contents

About BYNC	2
How to Use This Toolkit	3
Components of the Toolkit	
Strategy Document	4
Website	4
Logos	5
Promo Cards	6
Blog Stories	8
Social Media Posts	8

About the Book Your Next Career Campaign:

The Book Your Next Career campaign is a Workforce Development initiative that can be easily adapted by American Hotel & Lodging Association's (AHLA) state organizations. Its audiences and tactics support the AHLA's national awareness campaign and leverages its resources and efforts.

The objectives of the Book Your Next Career campaign are to:

- Localize AHLA's national campaign, providing state-relevant information, stories and marketing materials that can be used to communicate the appeal of the hospitality industry and the ability to build decades-long careers locally.
- Raise awareness of the long-term, multi-level career opportunities in a state's hospitality industry.
- Encourage young people and workers in transition to join the hospitality industry.
- Engage state association membership and partners to amplify hospitality employment opportunities in the state.

How to use this toolkit

Components of the BYNC campaign can be used by member properties, as well as shared for use by partners such as Chambers of Commerce; Convention and Visitors Bureaus; community associations and organizations; educational institutions and programs; and community job fairs and other recruiting efforts.

Georgia's BYNC Campaign was created as an example for other states to adapt for use. The campaign components include:

- A strategy document that identifies target audiences, messaging and partners
- Website
- Logo
- Promo cards
- Success stories
- Social media posts
- Toolkit for association members

Here are the components of Georgia's BYNC campaign:

Strategy Document

The comprehensive communication strategy for GHLA's Book Your Next Career campaign, and adapt it to fit your state. The document includes target audiences, implementation partners and messaging.

Website: www.ghla.net/BYNC

Website content includes:

- GHLA's Job Board
- Georgia Hospitality Worker Success Stories
- Referral to AHLA's website, with main link to the description of types of hospitality careers
- Resources list:
 - GHLA's Job Board
 - AHLA's The Hotel Industry
 - Hotel Career Pathways
 - Technical College System of Georgia Hospitality Programs
 - Castell@College
 - The Carver Companies
 - KSU's Hospitality Program
 - GSU's Hospitality Program
 - Best Buddies in Georgia
 - Goodwill of North Georgia Hospitality Training Programs
 - Goodwill Career Development

Here are the components of Georgia's BYNC campaign:

Logo:

GHLA members and partners can add this logo to their website, social media platforms, marketing materials, and more, linking it to the BYNC website or pairing it with the QR code.

Horizontal-



Square-



Here are the components of Georgia's BYNC campaign:

BYNC Promo Card:

The 'Book Your Next Career' promo card features a QR code that can easily send someone to our dynamic website to learn about exciting hospitality job opportunities. This card offers a quick and easy way to discover a world of career possibilities. It can be used in hotel properties, for job fairs and recruitment events, at educational institutions, by community organizations, and more.

By simply scanning the code with their smartphones, people are instantly connected to job listings, information on various roles in the hospitality industry, as well as success stories about Georgians. From hotel management to culinary arts, this virtual portal acts as a one-stop destination for job seekers to explore and embark on their dream careers.

Two promo cards are available:



Whether you're on the cusp of launching a career or ready to move in a new direction, the Hospitality Industry is ready for you. You'll find immediate job openings, flexibility, and on-the-job training that leads you up the career ladder.


GHLA.net/BYNC



Whether you're on the cusp of launching a career or ready to move in a new direction, the Hospitality Industry is ready for you. You'll find immediate job openings, flexibility, and on-the-job training that leads you up the career ladder.

GHLA.net/BYNC



Here are the components of Georgia's BYNC campaign:

Success Stories:

A selection of Georgia success stories can be found on the website's blog page: www.ghla.net/BYNC-blog.

Social Media Posts:

You can find available social media posts [here](#).

— “



— Andrew Hopson,
Food & Beverage Supervisor,
Sea Island Resorts

A manager saw something in me I didn't see in myself. Within six months, I moved from working in the kitchen to purchasing responsibility for ordering food and beverages for a 700-room hotel.

”

Book Your Next Career
GEORGIA
Hotel & Lodging Association

Learn more at GHLA.net/BYNC

“



— Robin Coleman,
National Account Manager,
Carver Hotel Group

It's my passion to 'put wings' on housekeeping and help people know how valuable they are. Many have grown from housekeeping to leadership positions. From this entry level position, you can grow from a caterpillar to a butterfly.

Book Your Next Career
GEORGIA
Hotel & Lodging Association

Learn more at GHLA.net/BYNC