

# Marketing & Communication



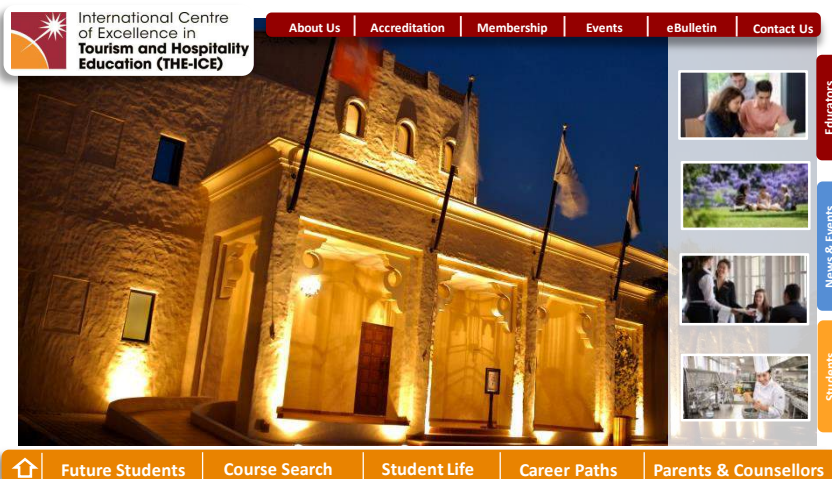
## Introduction

THE-ICE has sought innovative ways to support the marketing efforts of our members. The collective power of our global membership allows THE-ICE to be unique in being able to combine information on a world-leading range of tourism, hospitality and events courses and education opportunities.

THE-ICE designs, develops and uses a wide range of marketing communication channels that allows us to engage with the diverse tourism, hospitality and events education communities globally as well as forge ongoing strategic alliances with key industry leaders.

## THE-ICE Website

Our website aims to offer user-friendly, interactive and engaging experiences for all visitors. Showcasing member profiles for each of our Member Institutions, detailed information can also be found here on our strategic activities and our accreditation and benchmarking practices.

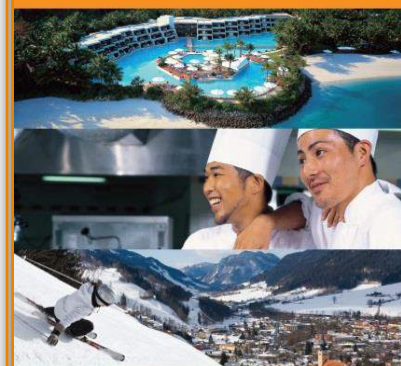


## Display Banner

A useful brand-building tool for all THE-ICE member institutions, our display banner can be used as an additional marketing support for display in their reception area or at events such as education exhibitions and open-days.

The International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) is an international accreditation body established in 2004. Its focus is on programme accreditation, benchmarking and the promotion of excellence for tourism, hospitality, events & culinary arts education. THE-ICE is a not-for-profit organisation governed by an elected Board of Directors. It supports its member institutions through a range of education development initiatives, and seeks to provide relevant information to future students about their study options.

Accredited Excellence  
in Tourism, Hospitality  
and Event Education



Visit [www.the-ice.org](http://www.the-ice.org)  
for our member institutions

Selected photography courtesy of Tourism Australia and Tourism Queensland.

*Display Banner*

**iStudent News**

Drawing on a range of global media sources to provide students with insights into the industry and a world of education opportunities, the iStudent News not only features international news, but also focuses on member institutions' courses, awards and achievements.

More than just a newsletter, the iStudent News now reaches out to a database of more than 15,000 subscribers.

iStudent News stories can also be viewed on THE-ICE website's homepage under News.



**eBulletin**

The eBulletin is a regular communication of relevant education news drawn from the world's leading media sources and THE-ICE member institutions.

Available exclusively to THE-ICE network and other interested educators, it now has a readership of some 2,100.

The eBulletin offers existing educators and course administrators' regular insights and news on the activities of THE-ICE, education trends, institutional initiatives, the impacts of government policies - as well as news about any other relevant issues affecting the development of tourism, hospitality, events and culinary arts education.



**THE-ICE Strategic Partners:**



**THE-ICE Full Members:**



**Associates of THE-ICE:**



Please visit [www.the-ice.org](http://www.the-ice.org) for our full list of members  
 Contact us via email: [accreditation@the-ice.org](mailto:accreditation@the-ice.org)  
 or telephone: +61(0)-419-776-316