

THE-ICE Webinar Series: Supporting Students in the 'New Normal' Era – evolving strategies for internship, teaching and learning

The Industry PRO-ject

[#attheheartofhospitality](#) [#bytheindustryfortheindustry](#)

Ms Elina Sperth, Account Manager Placement Office
Ms Jolanda Tufilli, Student Hotelschool The Hague



International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**





Industry PRO-ject 3.0

2021 CD



HTH Industry PRO-ject



What is the Industry PRO-ject?



- Teams of students work virtually as consultants for companies
- Assignments spanned: *CSR, Event Management, Business Development, HR, F&B, Guest experience etc.*
- Students provide **direct value** while expanding their **skills** and **network** in multiple areas

Some companies we worked with



Statistics so far



Started April 2021

3 successful rounds:

290+ projects

270+ students

60+ teams

90+ companies

15+ coaches



A PRO student's perspective

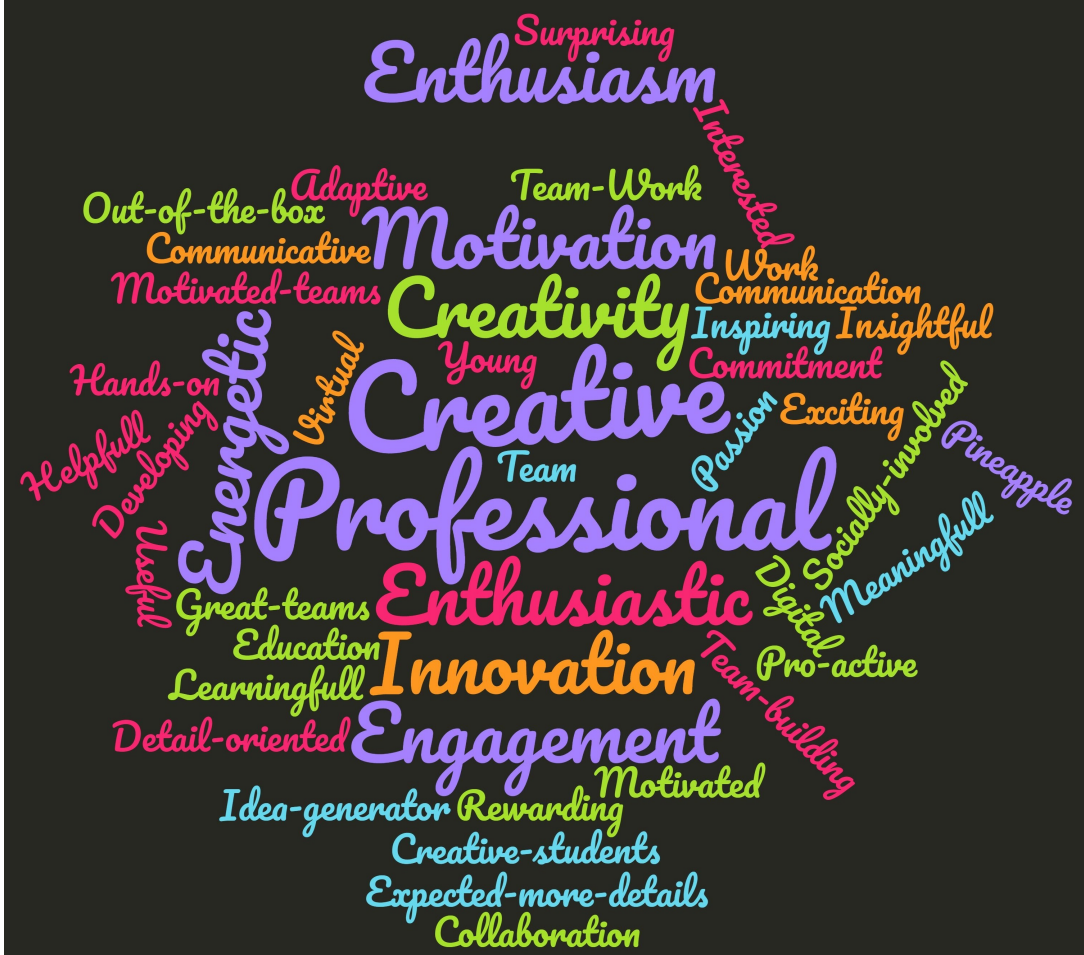


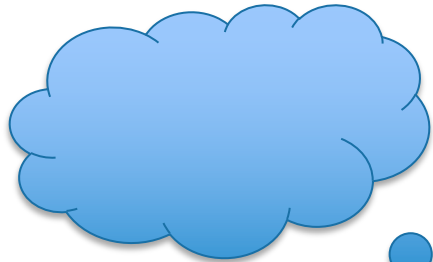
Jolanda Tufilli

3rd year student

Participated in the Industry
PRO-ject running from
March 2020 to July 2020

How the
industry
described our
students





Thank you for this opportunity!

Looking forward to answer your questions in the Q&A



**HOTELSCHOOL
THE HAGUE**

Hospitality Business School