

# hosco.



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

## How to Engage your Alumni Community ?

— ATTRACT YOUR ALUMNI ONTO HOSCO

— ENGAGE YOUR ALUMNI COMMUNITY

— ALUMNI SURVEY: USING DATA FOR GROWTH





Shaping the Future of Hospitality Together

Hosco is the leading global network dedicated to the hospitality industry.

Hosco empowers talents, employers and partner schools with technology, content and services to be more successful and efficient.



A photograph of two women, one with blonde hair and one with dark hair, both smiling and looking at a smartphone held by the woman on the right. They are in a casual setting, possibly a cafe, with a cup visible in the foreground. The entire image is overlaid with a semi-transparent blue filter. The text "Attract your Alumni onto Hosco" is centered in white, bold font.

**Attract your Alumni onto Hosco**

# Tools & best practices to invite your Alumni

Grow your Alumni community

WEEK 1

## 1. Member Import

Ask our team to **import your members directly onto Hosco.**

Provide us with:

- First & last name
- Email address
- Starting & graduation dates
- Language

We will take care of creating their profiles for them.

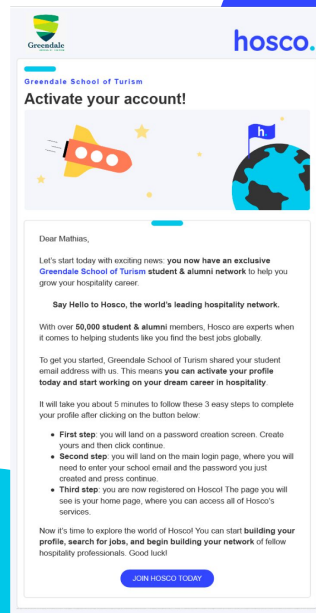
Once they have joined Hosco, your members will receive emails for **every step of the way** they might need help with.

## 2. Email templates

If you are not able to do a student import, our team can **share email templates** that will highlight the main benefits of joining Hosco and you can send the invitation directly to them.

## 3. Communicate on your social media channels

@hoscojobs



Example of invitation email



# Your profile, an opportunity to showcase your school

Attract and develop your Alumni community thanks to a top condition profile

WEEK 1

The screenshot shows the Facebook profile of Dusit Thani College. The cover photo is a building with orange lanterns. The profile picture is the college's logo. The page is divided into sections: a bio, a table of statistics, and a list of partner communities.

**Dusit Thani College**  
Bangkok, Thailand

Profile Community Albums 268 followers

**Bio:** The purpose of the DTC Alumni Center is to support activity which strengthen and enrich the educational especially in the hospitality field and extracurricular program of the college.

**These programs in turn allow the college and its students and alumni to make a maximum contribution to the economic, social, cultural and spiritual life of the nation. The DTC Alumni Office seeks to involve the college in the lives of its former students.**

Total number of students	Number of Alumni
3'281	3'000

Internship Dates	Internship types
January / May / July / August	Operational and/or admin

Specialisation	Top nationalities
Hospitality, Culinary, Tourism	Thai

Programs Offered	Campus
Hotel Management, Culinary Art, Service Innovations	Bangkok Campus, Pattaya Learning Center

**Partner Communities:** WorldSkills - World Association of C...

**Part of:** International Centre of Excellence in... Australia

**Pictures and Videos:** A grid of images showing students and campus activities.

The screenshot shows the YouTube channel for Dusit Thani College. The banner features a video titled "UNDERGRADUATE PROGRAMS". The channel has 1,100 subscribers and 1 video. The video player shows a student in a white shirt and tie, pouring a drink. The right sidebar shows channel information, including the channel name, location, and a list of videos.

**Dusit Thani College's Presentation Video**

1,100 subscribers

**UNDERGRADUATE PROGRAMS**

Share an update

**Channel Information:**

- Channel name: Dusit Thani College
- Location: Bangkok, Thailand
- Website: <https://www.dusitthanicollege.com>
- Channel type: Educational
- Channel description: Dusit Thani College is a leading institution in the field of hospitality and tourism education. We offer a wide range of programs for students interested in the industry.

**Videos:**

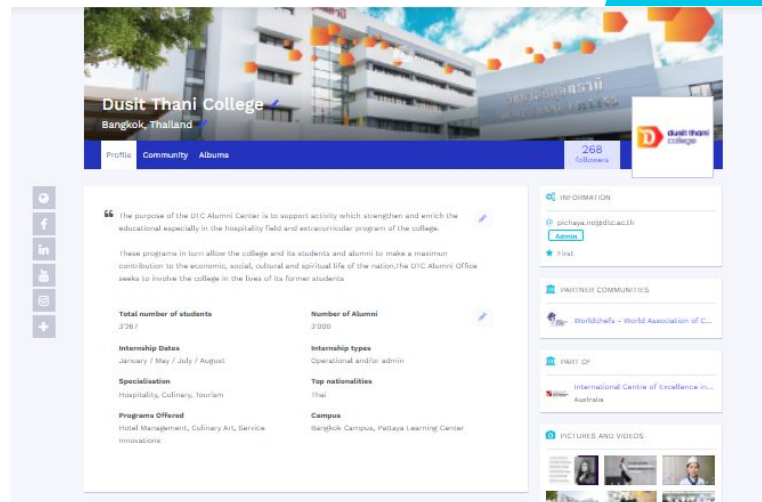
- 1 video: 1:10

# Your profile, an opportunity to showcase your school

Attract and develop your Alumni community thanks to a top condition profile

## WEEK 1

- Short text to present your school
- Key points such as
  - Number of students
  - Specializations
  - Internship dates
  - Enrollment / Graduation dates
- Video or photo
- Contact information
- Location
- Social Media links





**Engage your Alumni**

# Tools & best practices to engage your Alumni

Keep your Alumni community engaged

MONTH 1

## 1. Links to Hosco

Include a link to Hosco on your external communication

Also, showcase key sections of your profile on your website(s) with your widgets updated in real time:

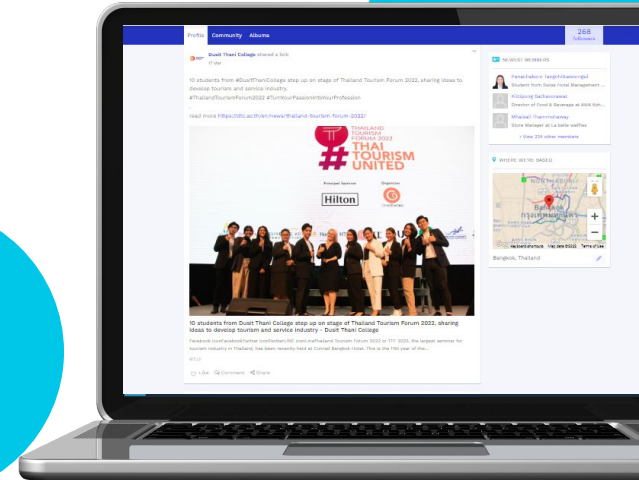
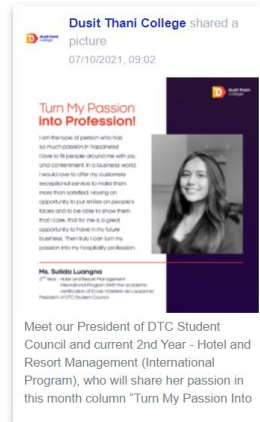
- Upcoming events
- Job offers
- Latest news
- School's community

## 2. Social feed posting

Keep your **social feed active**, share with your community any updates you may have about your school, students, alumni or the industry in general.

Mention Hosco on your **other social media networks** to drive traffic to your school's profile.

## 3. Invite alumni to participate in your school's events

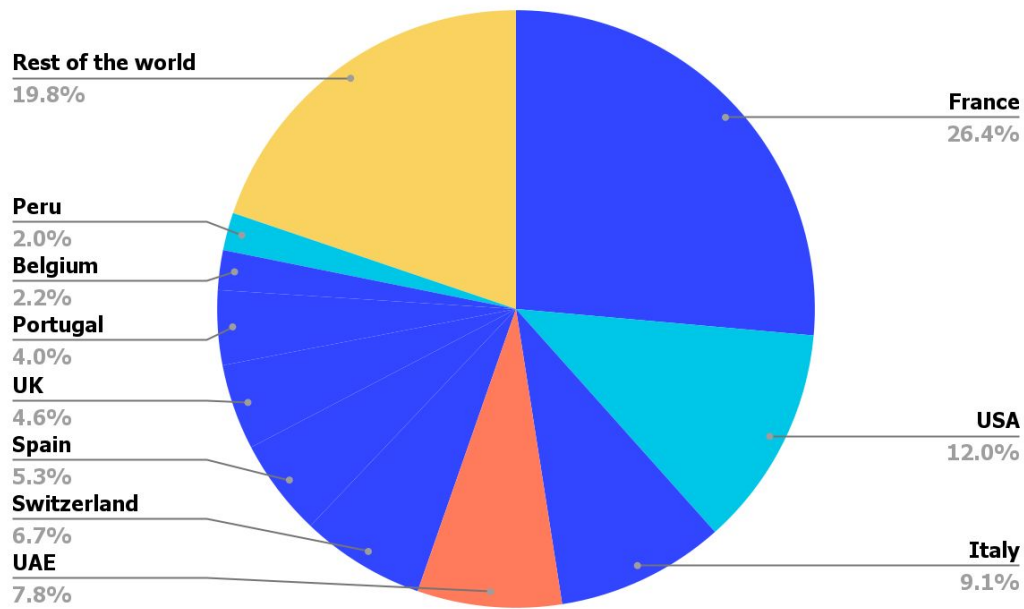




# Access to a Unique Selection of Job Opportunities

A central hub for jobs worldwide

TOP COUNTRIES LISTING INTERNAL JOBS\*



TOP DEMAND DIVISIONS\*

1. Food & Beverage Kitchen
2. Food & Beverage Service
3. Reception & Guest Relations
4. Housekeeping
5. Pastry
6. F&B Management
7. Customer Service
8. Administration
9. Event
10. Retail

\*Jobs listed on Hosco from March 2021 to March 2022

# Global Hospitality Network

11,000 partner employers & as many opportunities to network



# Direct Contacts and Visibility

A chance to contact or be contacted directly



## Member Directory



Claire Roberts

Receptionist at Orange Stone Hotel



London, UK



John Martin

Waiter at Red and Berries



Barcelona, Spain



Sophie Thomas

Sous-Chef at Le Grand Bistrot



Nantes, France



Marta Pérez

Waitress at Mirador del Valle



Martí García

Receptionist at La Bella Vista

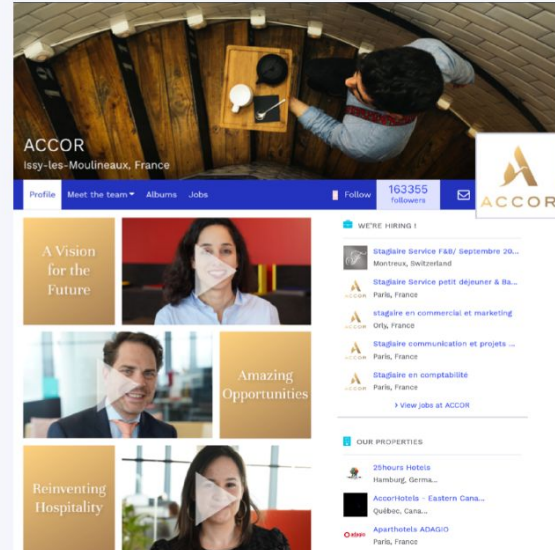


Martin Pierre

Sous-Chef at Sunset Restaurant



## Company Profile



# Your Alumni taking the lead

## Promoting themselves and their business

FROM MONTH 2

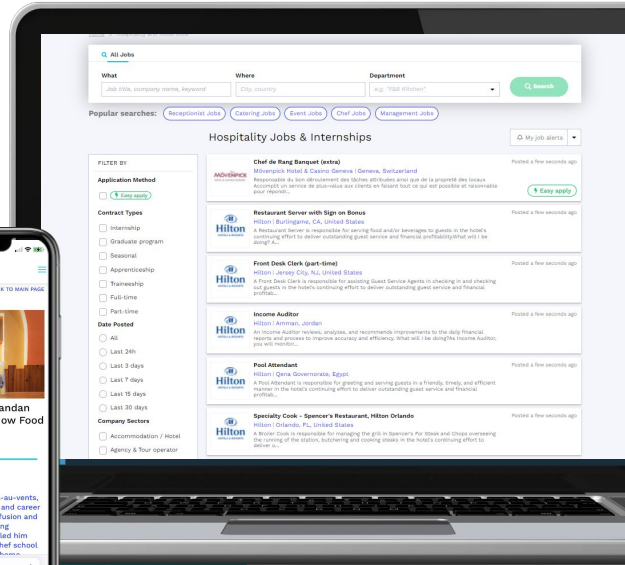
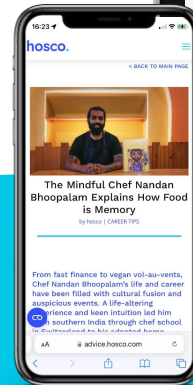
### 1. Post job offers

Your Alumni can promote their business and if they are recruiting, can get the opportunity to **post jobs for free**:

- on your school's network (first subscription)
- on other schools networks (standard subscription)

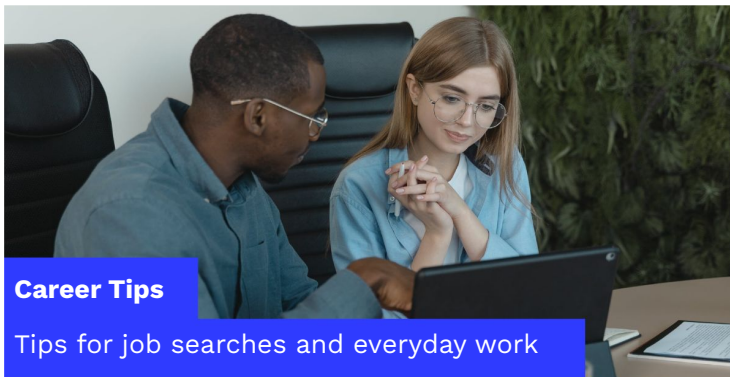
### 2. Success Stories

Hosco can **bring your Alumni into the spotlight**, featuring them in our Advice section so other talents can get **inspired**.



# Exclusive Content

Hosco Advice, unique ressources to empower Alumni to become their best selves



**Career Tips**

**City Guides**

**Interviews**

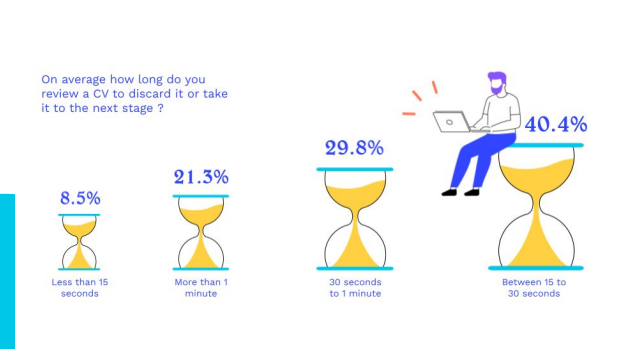
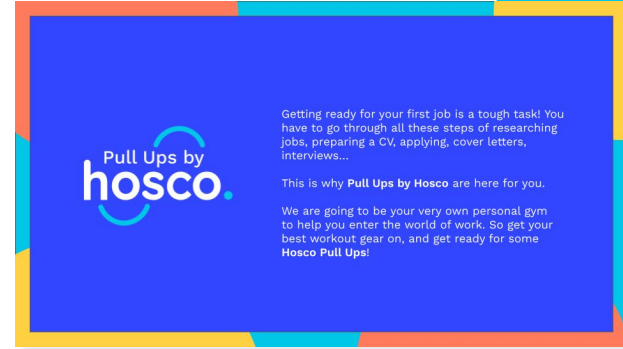
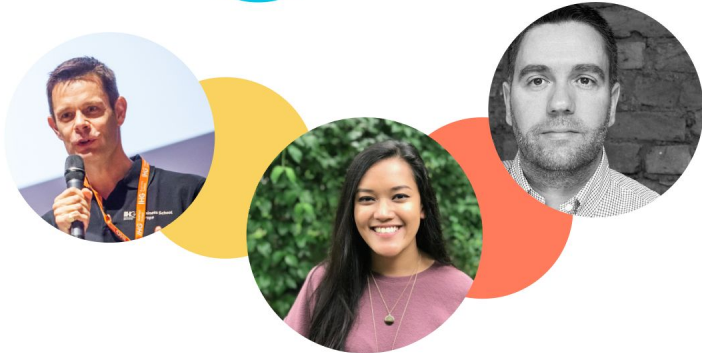
**Inspiration**



# Hosco Events

Provide your Alumni with useful industry insights

Monthly online **Pull Ups by Hosco** live career coaching sessions with industry experts



A photograph of four women in an office environment, overlaid with a semi-transparent blue filter. The women are gathered around a desk, looking at a laptop screen. One woman in the center is smiling broadly. Another woman on the right is wearing glasses and also smiling. The woman on the far left is looking down at a tablet. The woman on the far right is holding a coffee cup. The background shows a white brick wall and a wooden door.

# Using data for Growth

# Tools & best practices for growth

## Alumni data, a key for marketing your school

MONTHS 3

### 1. Assist & understand your Alumni community

- Engage with your alumni to **complete their profiles** to make applying for open positions easier. Without this, their applications will not be as visible on the platform, as Hosco uses **specific data points** - only visible to employers - to match candidates to jobs

### 2. Support & enable your marketing initiatives

- Gain **more visibility** thanks to an active Alumni community. Members with full profiles (100%) raise more interest from companies - by doing so, they will also help **your school's profile** visibility
- Utilize the **high employability of your alumni** as an asset to market your courses
- The positions your alumni report working in - F&B service, reception, sales - **highlight the strength** of your institution **in that area**
- An external focus on the **most popular departments** for work could help in getting the right students onto your courses

### 3. Hosco Engagement Team is here for you

- The team will provide you with **marketing assets** to promote the platform to your alumni



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