

People Power Masterclass

22nd March 2022

hats

HOSPITALITY AND TOURISM SKILLS

tourismni.com



Carolyn Boyd

Industry Development Manager
Tourism NI

Agenda

- Welcome & Intro
- Katrina Collier
- Dr Paul Redmond
- Joint Q&A Session
- 12pm - Lunch and Close

Our Focus

- Performance and Competitiveness
- Market Retention and Diversification
- **People Skills and Capability**
- Digital skills and Innovation.
- Sustainable Tourism





Hospitality and Tourism Skills Development



Our "Good to Go" campaign built confidence around safety

81% Adults reached through outdoor campaign
 +40M digital impressions delivered
 "Good to Go" integrated into content and editorial

Driving Growth through trade Sales

- Seasonal Engagement & Sales Programme with Travel Trade – webinars, virtual trade shows, expos, virtual fam trips
- NI Showcase Events
- Meet the Buyer
- Strategic Partnership Campaigns in Key Markets

800 Industry opportunities

TOURISM CONFERENCE



- Business Continuity
- Creating Consumer Confidence
- Stimulating Consumer Demand
- Safeguarding Connectivity
- Enhancing the Competitiveness of the Region
- Enhancing the Capability of Businesses
- Enhancing the Skills of the Workforce
- Creating a Supportive Policy Environment

TOURISM IN ACTION



- Continuation of the We're Good to Go Accreditation Scheme
- A Co-Operative Marketing Fund
- A Holiday at Home Voucher Scheme
- Experience Development Programme
- Website Development Programme
- Covid Recovery Kick Start Programme
- Market Led Product Development Funding Programme
- The Rural Tourism Capital Scheme in collaboration with DAERA





Focus on Skills

Stats

- 74 x 48 sheets across NI
- 1.25 Million Adshel Live plays – across entire NI plant of 70 panels
- 1,314 x 30sec radio spots adverts across NI's leading commercial radio stations
- 28 x half-page press adverts
- 2.3million x multi-format digital display adverts





#EventHashtag

Roisin McKee

Director of People 1st &
HATS Project Director



tourism
northernireland



Industry Recruitment Campaign

OPENING HOURS
MON-FRI am-3pm
SAT-SUN 8am-4pm



I'm conducting a study
of human untidiness,
**one bedroom
at a time.**

Sheila, Housekeeper

Discover amazing opportunities
in Northern Ireland's tourism
and hospitality industries.

Explain them any way you want.

SEARCH
careerscope.uk.net/NI



'Housekeeper'





Billboard Advert (48 Sheet)
Castlereagh Street



**“ I use my
experience
to make yours
better. ”**

Stanley, Visitor Experience Manager

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‘Visitor Experience Manager’





“ I use my experience to make yours better. ”

Discover amazing opportunities in Northern Ireland's tourism and hospitality industry. Equate them, anywhere you want.

SEARCH www.searchuk.net

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EE

EE IS THE MOST RELIABLE NETWORK IN BELFAST

O2, Three & Vodafone

Billboard Advert (48 Sheet)
Castlereagh Street

'Bartender'



“ I practice mixology. It's like biology only with more gin. ”

Andy, Bartender

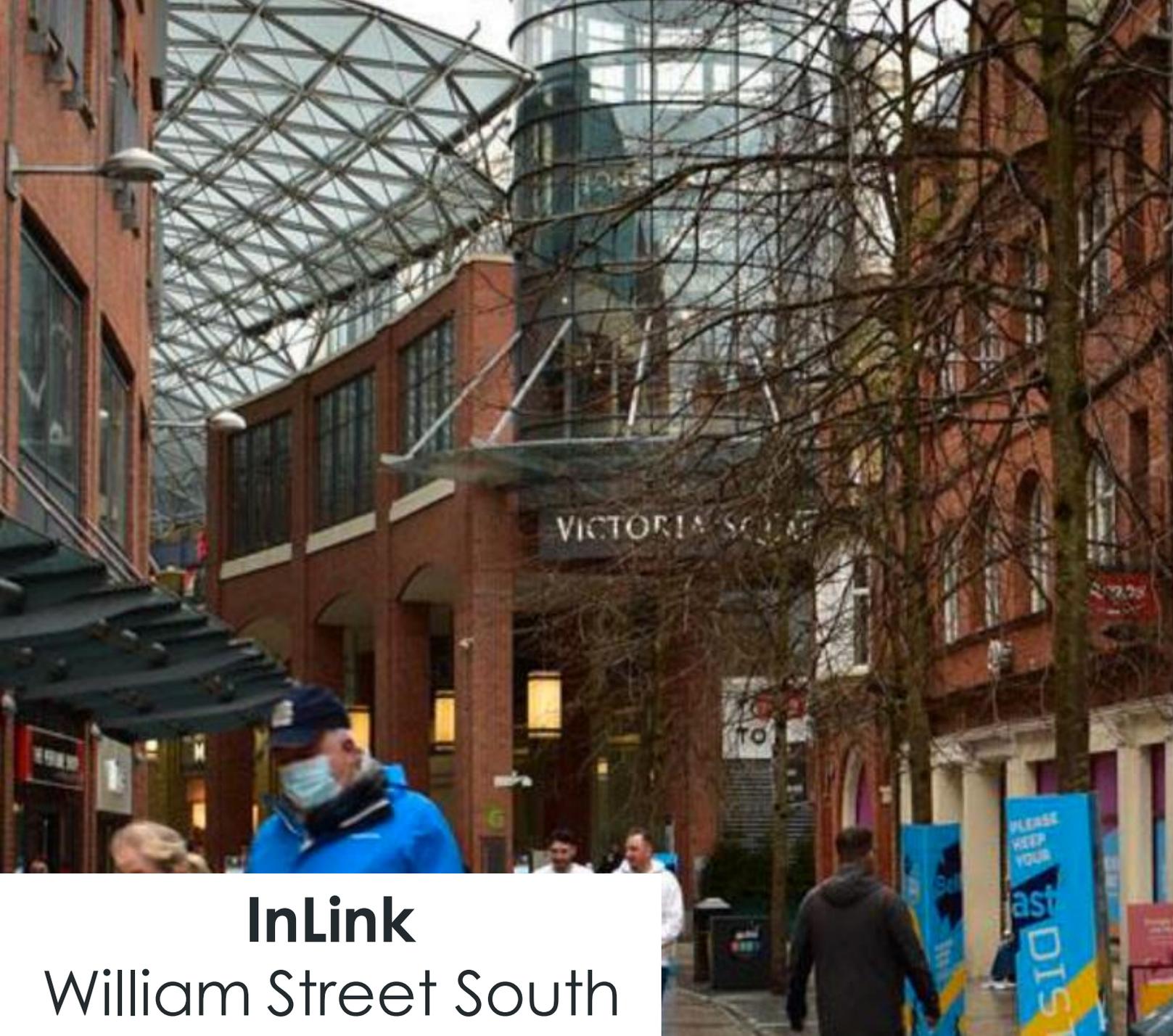
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InLink

William Street South





“ I am a caffeine delivery technician. ”

Sharon, Barista

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‘Barista’





Clear Channel

“ I am a caffeine delivery technician. ”
Sharon, Barista



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Adshel Live
Great Victoria Street

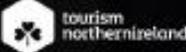
“ I am an artist
and my medium
is root
vegetables. ”

Dawn, Chef

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‘Chef’





easyHotel

Digital Screen #3
Howard Street

global

“ I am an artist and my medium is root vegetables. ”
Liam, Chef

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Northern Ireland

hats

'Events & Promotions Manager'



“ I’m the one who puts the life into live events. ”

Frances, Events & Promotions Manager

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Commuter dPod
Great Victoria Street Station

‘Waiter’



I figure out that,
yes,
you do have room
for dessert.

Ryan, Waiter

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tourism and hospitality industry.

Explain them any way you want.

SEARCH
careerscope.uk.net/NI





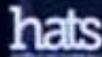
global

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InLink

Cornmarket, High Street




**“ I am an artist
and my medium
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Dawn, Chef

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It's like biology
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Andy, Bartender

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Radio Adverts



Tweet



Tourism NI
@NITouristBoard



Opportunities of a lifetime in tourism and hospitality.

[#CountMeIn](#)

Go HERE  careerscope.uk.net/NI



206 views

Add another Tweet



Social Media Post



The screenshot shows the Belfast Live website interface. At the top, there is a navigation bar with the following items: NEWS, IN YOUR AREA, WHAT'S ON, SPORT, BE, DOGSLIVE, HEALTH. Below this is a secondary navigation bar with links for YOUR MOVE, FUNERAL NOTICES, BELFAST ONE, VOUCHER CODES, JOBS, CONTACT US, ABOUT US, RSS FEEDS, TERMS OF USE, and NEWSLETTER SIGNUP. The main content area features a news article titled "Ards appoint former Portadown boss Matthew Tipton as new first team manager" by Darren Fullerton, dated 20:27, 6 FEB 2022. The article includes a sub-headline: "41-year-old is back in an Irish League dugout 14 days after parting company with Shamrock Reds". There are social media share buttons for Facebook, Twitter, and LinkedIn. To the right of the article is a red "SPORT" tag. Below the article is a blurred image of a man's face. On the right side of the page, there is an advertisement for "hats" with the text "Discover amazing opportunities in". The website also features several promotional banners for "hats" and "tourism northern ireland" with the text "Discover amazing opportunities in Northern Ireland's tourism and hospitality industry. Explain them any way you want." and a search link "SEARCH careerscope.uk.net/NI".

Belfast Live

Live from 07/02/2022



BelfastLive 🔍 👤

NEWS IN YOUR AREA WHAT'S ON SPORT BE DC

ADVERTISEMENT

I'm conducting a study on human untidiness, one bedroom at a time.
Sheila, Housekeeper hats

Ards appoint former Portadown boss Matthew Tipton as new first team manager

41-year-old is back in an Irish League dugout 14 days after parting company with Shamrock Reds

SHARE

Privacy [llerton](#) 🔔

ADVERTISEMENT

I'm conducting a study on human untidiness, one bedroom at a time.
Sheila, Housekeeper hats

B SHARE 👤

"We believe we have made a top class appointment."

ADVERTISEMENT

I'm conducting a study on human untidiness, one bedroom at a time.
Sheila, Housekeeper hats

Tipton's first game in charge will be Tuesday night's trip to face Loughgall at Lakeview Park.

B RELATED ARTICLES

Privacy 🔔

Discover amazing opportunities in Northern Ireland's tourism and hospitality industry.
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Belfast Live

Live from 07/02/2022

The screenshot shows a news article on the Belfast Telegraph website. At the top is a large banner for 'hats' (Hospitality and Tourism Skills) featuring a bartender, Andy, with the quote: "I practice mixology. It's like biology only with more gin." Below the banner is the article title: "Billie Eilish feels 'honoured' after a day of awards success". The sub-headline reads: "The pop sensation was nominated for an Oscar and received a Brit award on Tuesday." The main image is a portrait of Billie Eilish. The byline is "By Mike Bedigan, PA Los Angeles Correspondent" and the date is "February 09 2022 02:20 AM". The page includes social media sharing icons and a search bar. On the left and right sides of the article, there are vertical panels with the text: "Discover amazing opportunities in Northern Ireland's tourism and hospitality industry. Explain them any way you want." and the 'hats' logo.

Belfast Telegraph

Live from 07/02/2022



NI to gain 800 new jobs in financial and healthcare sectors



Leigh Meyer, site head of Citi in Belfast



Emma Delghan

February 01 2022 06:00 AM



Over 800 jobs have been announced in Northern Ireland across the financial services and healthcare sectors here.

Citi, NI's largest financial services employer, will bring on more than 300 new staff while independent domiciliary care provider, Connected Health has

Search jobs by

Belfast Telegraph

Live from 07/02/2022



Hospitality chief welcomes relaxation of restriction but tells of damage caused

Colin Neill said restrictions on the sector over Christmas had a "crippling" effect.



Hospitality and retail chiefs have welcomed the relaxation of some Covid-19 restrictions but warned of damage caused (PA)



Belfast Telegraph

Live from 07/02/2022

Belfast Telegraph

News Opinion **Business** Sport Life Entertainment Travel Sunday Life ≡ Sections

Northern Ireland • Commercial Property



Premium

30 under 30: Meet the best and brightest NI entrepreneurs making big waves in the world of business

Even after a tough two years for the economy, the future is bright and youth is no obstacle to these entrepreneurs



Belfast Telegraph

Live from 07/02/2022



"Lockdown has been a lonely time," says Mally. "This project brought a much needed focus, bringing like minded people together through the shared experience of wanting to find out more about our rich history and share that with the wider community and public. It has been a real lifeline for some."

It is so important to continue to increase the visibility of LGBT+ people, and that starts by recognising those whose past struggles have granted us our privilege today.

A priority is the development of the LGBT+ strategy that the Department of Communities (DfC) is currently developing. The group is made up of key stakeholders, including Cara McCann, director of H&E NI, who can represent the views of the sector and help DfC to understand the experiences of, and issues faced by, people in the LGBT+ communities.

Last year, Belfast City Council chief executive Suzanne Wylie received a request for a queer friendly hub, and without conflict or contention, the council committee approved financial aid for the feasibility study.

"The need for an LGBT+ hub to support the community has been developed over many years," reads the letter of request, signed by representatives from H&E NI, The Rainbow Project, Cara Friend and Transgender NI.

The Northern Ireland Assembly also voted to ban conversion therapy with overwhelming support in what the LGBT+ community describe as a symbolic Stormont vote. The community now works tirelessly



PHOTOGRAPHY: ALISTAIR HAMILTON/COLLECTIVE VISUALS
HERITAGE INDUSTRY/NORTHERN IRELAND



Members of the Gay Liberation Society Party and, left, Molly Farrell

to ensure that 'conversion therapy is banned in all its forms including all faith based approaches'.

Continued support for our trans community is essential as they continue to receive abuse and discrimination through right wing media - which is, ironically, history repeating itself.

The description of our trans community as paedophiles is similar to how gay men were portrayed in the '70s and 80s.

Despite our struggles with accepting our sexualities and coming out in a place

like Northern Ireland, it is still our home. It is where our families live, and we cannot change that.

All we can do, as queer people, is support each other and realise that growing up in a place that does not understand us - or was not quite ready for us - was not necessarily a bad thing, it just made us stronger, more determined.

We may still have a long road ahead of us but the LGBT+ community of Belfast and indeed Northern Ireland are formidable in their vision and ambition.

The LGBT+ community will achieve it, together, proving once again, that when it comes to equality and our equal rights, we stand taller united and, as transformative change is within our grasp, the community of Ireland can begin to live on the island, they, and their forefathers, imagined.

You can find out more about The LGBT+ Heritage project by visiting www.lgbthistoryni.com or find them on Facebook for information on their upcoming events www.facebook.com/LGBTHistoryNI/

“ I am an artist and my medium is root vegetables. ”
Dawn, Chef

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Belfast Telegraph – Weekend Magazine Sat 5th Feb – Pg. 15

Pupils enjoy classroom in the great outdoors

NI HERITAGE INDUSTRY EDUCATION REPORTER
s.hogan@irishtelegraph.com

IN OUTDOOR classrooms, and forest trails have been opened in the grounds of the Lady Centre.

Pupils from Cumbull PS and the Lady of Lourdes PS were the first to enjoy an outdoor classroom in the new setting which is part of a pilot national forest management scheme.

As part of the project, children will learn about the importance of water and forest governance.

Designed by scientists, nature writer Nicola Malton, the initiative includes the creation of sustainable drainage and natural flood management systems along with the forest trail and outdoor education space for visiting schools.

The initiative is designed to help reduce flooding risk by clearing the flow of water in the existing watercourse and holding surface water from the drainage system.

The scheme is part of the Living With Water in Belfast (LWwB) and has been developed in partnership with Belfast City Council.

Mr Malton said: "This demonstration project in Carr Hill Country Park shows how we can use



"This project shows how we can use our open green spaces"

Nicola Malton

our open green spaces to manage flood risk while also protecting our environment.

"Children are very aware of the climate emergency and understand the importance of taking care of the planet. It's very much enjoyed joining the children today in the new outdoor classroom and forest trails which sustain itself provides the ideal environment for school groups to learn about the effects of flooding, the water cycle and

the environment. "Children are very aware of the climate emergency and understand the importance of taking care of the planet. It's very much enjoyed joining the children today in the new outdoor classroom and forest trails which sustain itself provides the ideal environment for school groups to learn about the effects of flooding, the water cycle and

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There is an additional significant priority on the city's drainage and wastewater infrastructure, which has become a challenge for our citizens and the economy.

"This project and the new Living With Water programme are fantastic examples of how we can use the city's open green spaces to provide a cleaner and greener environment."

Sting sells entire music catalogue

STING has sold his entire songwriting catalogue to Universal, marking the end of his 30-year partnership with the label. The deal includes his solo work and albums with The Police - encompassing hits such as Every Breath We Take and Fields of Gold. Universal Music Group (UMG), which has bought the North Yorkshire-based musician's label house throughout his career, will now represent both his song catalogue and recorded music catalogue.

It comes after the group acquired Back Street Music in December 2020 for \$100 million, along with other deals with other labels which he left to pursue a solo career.



Sting

Sting said: "It is absolutely essential to me that my career's body of work have a home where it is valued and respected - and only to contract with long time has to serve work, but also to introduce my songs to new audiences, multi-talented and

Throughout my career, I have enjoyed a long and successful relationship with UMG, as my label partners, under the watchful guidance of Lucian (Lucy), so it felt natural to make every thing in one brand family, as it returns to the roots of my career. I have worked with them since 1977 and 1984 when which he left to pursue a solo career.

“ I am a caffeine delivery technician. ”
Sharon, Barista

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HOSPITALITY AND TOURISM SKILLS

Irish News Fri 11th Feb – Pg. 11

New campaign to attract staff into hospitality and tourism

A MAJOR campaign has launched to boost perceptions of careers in hospitality and tourism, help attract new talent and tackle staffing challenges.

Recruitment has been a priority concern for employers in hospitality and tourism and the impact of Covid-19, has left many businesses struggling to recruit a full workforce, resulting in closures and scaled back service.

To confront this head-on employer-led network the Hospitality & Tourism Skills network (HATS) has partnered with Tourism Northern Ireland to spearhead a multi-channel advertising campaign to promote the breadth of exciting opportunities that the industry has to offer potential job seekers.

Running until the end of March 2022, the campaign features a series of quirky eye-catching job descriptions across billboards, outdoor advertising and social media to attract attention and highlight the dynamic and fast-paced roles available.

Roisin McKee, Director of HATS said the campaign seeks to encourage people

to join an industry that is looking to come back, bigger and better than ever.

She explained: "There are incredible opportunities for people to join hospitality and tourism and experience rewarding careers at all skill levels and this campaign is designed to help us get that message out.

"Working with industry and partners we want to help combat the staffing challenges and support the recovery of the industry by challenging perceptions and promoting the exciting and diverse opportunities on offer right now, helping to support recruitment and drive retention.

"Many employers are working harder than ever to attract and retain talent by making fundamental changes to offer a better quality job experience, so jobseekers can expect to be well looked after."

Supporting the campaign, the Economy Minister Gordon Lyons said: "Attracting and building a skilled workforce to meet industry's requirements, both now and in the future, are vital in helping to drive recovery in the sector and

ensuring Northern Ireland is able to compete on the global stage and maintain its reputation as a world class tourism destination."

The campaign will be addressing three key priorities for the sector, those are to Attract, Retain and Engage employees and jobseekers as part of a wider Tourism Recovery Action Plan and the NI Skills Strategy.

Tourism NI Director of Strategic Development David Roberts said: "Recruiting into the hospitality and tourism sector has been challenging for a number of years due to the speed at which the industry has grown, tackling this alongside reducing staff turnover, are both clear priorities for the sector.

"We are delighted to be working with the Hospitality & Tourism Skills Network to deliver this awareness campaign which will boost the message that the sector is a positive career choice. Attracting and building a skilled and sustainable workforce is key to ensuring that tourism can recover and return to the levels of success achieved in the years up to 2019."

Belfast Telegraph

Article – 18/02/2022



Major recruitment campaign launched

Attracting staff into hospitality and tourism jobs

A major campaign has launched to boost perceptions of careers in hospitality and tourism, helping to attract new talent and tackle staffing challenges.

Recruitment has been a priority concern for employers in hospitality and tourism, which when compounded by the impact of Covid-19, has left many businesses struggling to recruit a full workforce, resulting in closures and scaled back service.

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Roisin McKee, director of HATS, said the campaign seeks to encourage people to join an industry that is looking to come back, bigger and better than ever.

She explained: "There are incredible opportunities for people to join hospitality and tourism and experience rewarding careers at all skill levels and this campaign is designed to help us get that message out.

"Working with industry and partners we want to help combat the staffing challenges and support the recovery of the industry by challenging perceptions and promoting the exciting and diverse opportunities on offer right now, helping to support recruitment and drive retention.

"Many employers are working harder than ever to attract and retain talent by making fundamental changes to offer a better quality job experience, so jobseekers can expect to be well looked after."

As part of the campaign, employers are invited to advertise their vacancies for free on the CareerScope

campaign jobs portal.

Economy Minister Gordon Lyons said: "This important campaign highlights the many opportunities for employment across all disciplines in the Tourism and hospitality industry and shows an encouraging future for a resilient sector as it seeks to recover from the challenges of the Covid-19 pandemic.

"Attracting and building a skilled workforce to meet industry's requirements, both now and in the future, are vital in helping to drive recovery in the sector and ensuring Northern Ireland is able to compete on the global stage and maintain its reputation as a world class tourism destination."

The campaign will be addressing three key priorities for the sector, those are to attract, retain and engage employees and jobseekers as part of a wider Tourism Recovery Action Plan and the NI Skills Strategy.

David Roberts, Tourism NI's director of strategic development, said: "Recruiting into the hospitality and tourism sector has been challenging for a number

of years due to the speed at which the industry has grown, tackling this alongside reducing staff turnover, are both clear priorities for the sector.

"We are delighted to be working with the HATS network to deliver this awareness campaign which will boost the message that the sector is a positive career choice. Attracting and building a skilled and sustainable workforce is key to ensuring that tourism can recover and return to the levels of success achieved in the years up to 2019. We strongly encourage employers to register now to take advantage of promoting their vacancies for free to benefit directly from the campaign."

The HATS network, set up in December 2019, brings together a diverse mix of employers from across the hospitality and tourism sector alongside industry associations and key delivery partners from government and education.



Carolyn Boyd, Tourism NI, Economy Minister Gordon Lyons and Roisin McKee, HATS network

News Letter

Article – 08/02/2022

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HOSPITALITY AND TOURISM SKILLS

Roisin McKee, HATS Project Director



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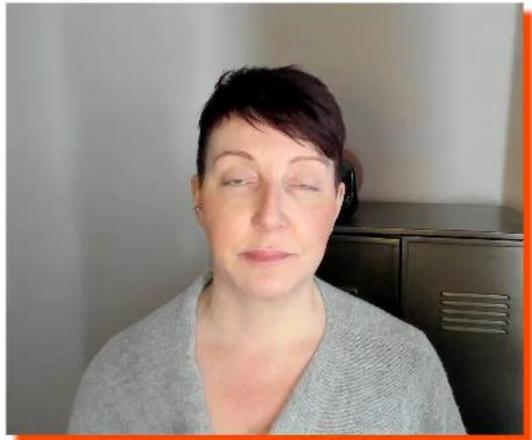
Hiring In A Candidate Scarce Market



22nd March 2021

Hiring In A Candidate Scarce Market

22nd March 2021



Thank

You



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