



# Hospitality Mentors Internship

## COMPANY DESCRIPTION:

TrustNavigator is a national not-for-profit organization focused on career and life skills education preparing college students for careers. TrustNavigator's PATENTED content solution provides mentor led experiential internships onboarding into legacy internships and entry level programs. Employers benefit with unique screening metrics and prepared students ready for recruitment and a future career trajectory, 10-week programs occur three times a year in Fall, Spring and Summer. Participants can work from any location, introducing "working remotely" structure and responsibility. The program introduces language critical for onboarding, interviewing and preparation for traditional employer internships and entry level job opportunities. Mentors discuss career paths and skills to assist students identifying potential career options.

## WHY WORK WITH US?

Do you want experience that you cannot get anywhere else from industry mentors solely focused on teaching you their experience and even mistakes? Do you want legitimate projects that are actually relevant to your career goals? Do you want to learn how industry works? Our internships provide an introductory hands-on experience to understand the nuances of career paths from industry veterans. If you are a highly-motivated individual who is looking to gain knowledge, experience and skills to launch your future, then this is the perfect experience for you!

## INTERNSHIP DESCRIPTION/OVERVIEW:

- One hour "live" weekly conference calls led by seasoned professionals within industry.
- Lifeskill sessions in 3 of live calls of internship to discuss networking, social media responsibility, interviewing to employer needs.
- Proprietary tracking platform to archive data for employer and sponsor review.
- Weekly projects with industry application reflecting experience of internship for interviewing.
- Master's Boot Camps with industry specific mentors for referrals and endorsements.

## Skills/Qualifications:

- All students are eligible for this internship, interested in business experience, particularly valuable to students lacking prior experience.
- The ability to manage your time between school, extra-curricular activities, and this internship.
- An accountable work ethic to complete the ten-week program and commit 4-5 hours per week.
- Mandatory attendance on a weekly call and completion of a weekly project

## COMPENSATION:

This internship is an apprenticeship in Industry. The Mentors Internship includes supervision by experienced veterans of the industry with direct access to these individuals for mentorship and career advisory in the field. The apprenticeships are designed for those without industry experience to get a "first exposure" with quality oversight, fully compliant with all Department of Labor standards to learn the industry. Inexperienced applicants should clearly not expect to be compensated to learn the skills necessary to enter employment. Multiple individual sessions with advisors are part of the program to create a potential plan to employment.

**HOW TO APPLY:** Please send a resume to [info@trustnavigator.com](mailto:info@trustnavigator.com) with a cover letter. Apply at [www.lifelaunchcareer.com](http://www.lifelaunchcareer.com).

The Destination Cleveland Hospitality Virtual Internship program is designed for students to work from their home or college campus. This makes the internship accessible to students who normally wouldn't be able to travel to an office due to study schedules, location, or other obligations. The program consists of a weekly conference call and a 2-3 hour project each week pertaining to actual applications personally beneficial to potential career pursuit in this occupation. This program is designed as a PRE Internship to many traditional internships commonly offered in hospitality.

**Overview of Hospitality:** Multiple business models, industry dynamics and career paths

**Restaurants/Catering:** The core of hospitality evolves around food and beverage

**Hotel/Lodging:** Understanding the differing structures nationally and internationally and the financial models

**Casinos and Cruise Lines:** Understanding financial models of specialty hospitality silos and dynamics

**Social Media Marketing :** Impact of content with focus on LinkedIn Training professional issues of social media.

**Entertainment, Event Planning and Travel:** Behind the curtain of hospitality are the logistics and support lines of business critical to driving other silos

**Networking:** Understanding how to build your network and introduce yourself to industry(s)

**Data Marketing in Hospitality:** AI drives new products, capacity, advertising and so much of the success or failures of models and the best laid plans

**Cost Cost Cost Discussion:** Insight on interviewing techniques for entry level positions

**Final Wrap up :** Summary of positioning nationally internationally, luxury and budget and economic impact to communities

# WEEKLY PROJECTS:

EACH WEEK WILL FOCUS ON A PARTICULAR SUBJECT TO UNDERSTAND HOW THE HOSPITALITY INDUSTRY OPERATES AND THE CAREER PATHS COMMON TO MANY AND UNIQUE TO SOME.

## **Week 1 : Overview of Hospitality**

FOCUS: :

ASSIGNMENT:

HANDOUTS: Process Manual and past report

## **Week 2: Restaurants/Catering**

FOCUS:

ASSIGNMENT:

HANDOUTS:

## **Week 3: Hotel/Lodging**

FOCUS:

ASSIGNMENT:

HANDOUTS: Models and resources

## **Week 4: Casinos and Cruise Lines**

FOCUS:

ASSIGNMENT:

HANDOUTS:

## **Week 5: Social Media Marketing**

FOCUS: Rules of engagement in social media do's and don't's

ASSIGNMENT: Set LinkedIn page for self and organization, clean up social media history and establish organizational SM process

HANDOUTS: LinkedIn Best practice articles and cheat sheets of SM

## **Week 6: Entertainment, Event Planning**

FOCUS:

ASSIGNMENT:

HANDOUTS:

## **Week 7: Networking**

FOCUS: Maximizing resources to develop your network

ASSIGNMENT: Create a personal newsletter, brand and career path

HANDOUTS: Shadow interview questions, see week 9 Testing on My Next Move and 10<sup>th</sup> week programming

## **Week 8: Travel**

FOCUS:

ASSIGNMENT:

HANDOUTS:

## **Week 9: Cost Cost Cost**

FOCUS: Insight on interview techniques for entry level positions

ASSIGNMENT: Go out and video interview 2 people in your career space.

HANDOUTS: Shadow interview outline

## **Week 10: Final Wrap Up**

FOCUS: Review of internship and progress towards goals. Process and procedures for the future. Next steps in program and involvement

HANDOUTS: Results of weekly projects and surveys