



Strategic Plan 2012-2014

Mission Statement

To lead and encourage hospitality professionals to generate knowledge, to take responsibility for their own development and to deliver world class service

Since 1966 The Professional Body for Hospitality Managers in Ireland



THE IRISH TIMES



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An Bord Pinsean
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Presidents Introduction to the Irish Hospitality Institute Strategic Plan 2012-2014

Given the economic climate over the last number of years while implementing the IHI strategic plan 2009-2011, the council has re-focused activities which are central to the core values of the Institute directly.

It has been vital for us to provide real tangible benefits to maintain our membership base while maximizing regional capacity. This new strategy focuses on exactly that, addressing current offerings to all membership categories while developing the portal for communications to all within our new look website and Ezine.

Improved Strategic alliances with key stakeholders is also paramount in improving financials of the institute but even more importantly mutual collaboration to benefit all members and present an industry focus for all activities.

This year in order to support the professional development of hospitality managers in today's environment a structured CPD proposal will be launched. Its purpose is to foster, facilitate and promote professionalism amongst hospitality managers in the industry.

Aligned to the above, the Institute will continue to run an annual calendar of events to meet our members need while generating financial capacity to ensure the future sustainability.

Members of the Irish Hospitality Institute are the leaders in our sector which all play a vital role in economic recovery. It is only through your support and the implantation of this new strategy ensures the future survival of your Institute also.



A handwritten signature in black ink, appearing to read 'Fergal O'Connell', written over a light blue horizontal line.

Fergal O'Connell FIHI

President, Irish Hospitality Institute

Core Activities & Activity Focus

This Strategy given the current business climate is focused on Membership for the sustainability of the Institute. The six core objectives noted below incorporate our current membership benefits for all categories and our full annual calendar of events, while consistently reviewing operational efficiencies and financial stability of the Institute for the future.

In addition the Institute as part of this strategy will formally launch a programme of CPD for the first time to drive and promote professional development by gaining CPD status and accredited by the Institute direct.

1: Review Current Membership Benefits & Packaged offerings to all members' categories

How will the institute aim to potentially increase its membership base at both National and Regional level?

All member offerings will be reviewed to identify the tangible elements in order to ensure maintaining existence of current members but also the introduction of new members with a regional representative achieved. Membership categories and packages will be considered to streamline offerings and target specific targets markets in a wider membership base. New offerings & affinity programmes will be considered to ensure real benefit and return for loyal members of the Institute.

2: Communications & Promotions

What other avenues can the institute invest in to improve the promotional and communication activities for a wider sector audience?

Capitalize on the new look IHI website and Ezine and consider additional portals for communications to a wider sector audience to generate new membership. Agree a strategy for all communications and consider possibilities for income generation, information sources and general advertisement options relevant to members specifically Trade & Patrons. Finalise a campaign for social media through the IHI website including the member's only zone to facilitate databases, internal discussion boards and CPD Professional Development Plans.

3: Promote Diversity & Equality

What practises can the institute continue with to best promote diversity and equality guidelines to ensure a wider inclusive programme in the Tourism & Hospitality sector?

Maintain and enhance the Diversity Awards programme aligned to Industry guidelines and increase participation in each category of award for good practice. Consider additional categories to ensure a wider sector representation. Consider opportunities to ensure an inclusion programme of IHI in all calendar activities addressing wider issues of CSR.



4: Calendar of Events

How can the Institute ensure maximum participation & revenue streams in the calendar of activities relevant to all membership categories?

Focus all communications at wider industry representation using various communication portals. Enhance online presence for promotion of all events well in advance to facilitate and increase participation through bookings on line. Promotion of all event pre and post and where feasible profile member participation. Develop and promote annual calendar of activity at the beginning of each year and offer special discounts to loyal paid up members of the Institute. Focus on information source and networking as the core of each activity.

5: Develop Strategic Alliances

What other alliances can be developed to enhance industry development and representation that benefits members and partners alike?

Develop joint collaborations of activity for the benefit of all members while contribution and access to funding opportunities. Focus alliances to ensure industry best practice of partners through information sharing and development of programmes endorsed by key industry partners as standard. Organise events specific to Patrons of the institute and site visits to ensure participation for the benefit of our partners. Consider other potential alliances within a wider context of the sector.

6: Improve financial stability & Operational efficiency

What improvements can be implemented in increasing financial revenue streams while guaranteeing operational efficiency that are feasible for all to ensure survival?

Focus on membership at all levels generating finances for the Institute within a difficult business climate. Consider payment plans and offers for loyal paid up members while facilitating online bookings. Develop full financial forecast for all activities in advance to ensure a fair charges for members for each event while ensuring all events breakeven at a minimum. Maintain accounting procedures presenting full monthly management accounts against budget and previous year to allow council make realistic decisions to make recommendations for financial stability. Review all internal procedures & costs to ensure economies of scale and greater work efficiency within the team. Maintain tight procedures for debtors and restricted access to all unpaid members for all events and benefits.

7: Continuous Professional Development

How can the institute facilitate a process of accredited CPD for all members and in turn drive professional excellence within the sector?

Introduction

The business world that professional hospitality managers operate in today requires that all managers at all levels continue to develop their knowledge and skills in line with changing practices and developments in their industry. Professional managers take charge of their own development, and manage it to ensure that their skills and knowledge are continuously updated regularly.

The Irish Hospitality Institute is the professional body for managers in the hospitality industry in Ireland. The role of the Institute is to foster, facilitate and promote professionalism amongst hospitality managers in the industry.

Key Benefits of IHI CPD

- Clear competitive edge & employment opportunity
- National & International Industry Recognition
- Improvement of Skill levels on a continuous basis
- Requirements encourage active industry participation in key events
- Increase Personal Profile.

To launch a formal CPD programme for members for the first time in the Irish Hospitality Institutes history. To encourage all members to take responsibility for their own continuous professional development through a dedicated programme of events and activities that strengthens each member's management competencies on a continuous basis. This will be achieved through identifying and planning a set of annual activities such as attending hospitality industry learning events, training and development opportunities and participating in industry related education and research opportunities. The core of how this will be managed by the individual is through an online PDP Personal Development Plan and this plan will be verified and accredited by the Irish Hospitality Institute on an annual basis.

The aim of the Institutes CPD programme is to encourage all members to maintain an annual PDP and CPD points certification, thus promoting continued development of professionalism standards with the Irish hospitality industry.

IHI Continuous Professional Development Standards

- Maintain a continuous, up to date and accurate record of CPD activities
- Attend official IHI CPD learning events or IHI CPD certified learning events
- Demonstrate evidence of further training & development that is relevant to your job role and updating your own skills
- Demonstrate evidence of prior learning and experience in your related management discipline
- Demonstrate evidence of further research in areas related to your management discipline.
- Attain the required level of IHI CPD points on a yearly basis.

(This programme will not be mandatory requirement for membership at initial stage. The Institute however reserves the right to implement this programme as a mandatory requirement for membership in the future.)

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www.ihl.ie



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