

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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A Day in the Life of a Sales, Marketing, and Events Intern

We had an interesting conversation a few months ago with Maria Di Matteo, a Marketing Management Co-op student at TRSM.

She spent her Winter 2023 Co-op work term as a *Sales, Marketing, and Events Intern* at Fairmont Royal York.

"A million stories - one [Fairmont Royal York](#)"- Toronto's luxury landmark hotel is located in the downtown core and is the gateway to the essential Toronto experience.

Within this report, Maria details her professional endeavours at Fairmont, the platforms she used and much more.



 [Maria Di Matteo](#)

Fairmont
ROYAL YORK

Q: What did you do on a 'day-to-day' basis in your role as a *Sales, Marketing, and Events Intern* at Fairmont Royal York?

A: What I loved about that job was that every day was different. There was no copy-paste of a day. In that role, my morning tasks included reviewing my calendar, my to-do list, in addition to reading and replying to emails, and checking our social media channels.

For the balance of my day, I also:

- Prepared and distributed reports for the executive team and external teams. These reports consisted of campaign wrap-ups, marketing reports, PR reports, departmental communication, and other reports requested by external stakeholders. These documents highlighted key information and metrics to help decision-makers add value to their business (a priority activity)
- Sourced and contacted influencers/digital creators about collaboration opportunities
- Assisted with the creative direction of photoshoots and/or video shoots
- Hosted clients in exciting evening team events
- Developed efficiencies in work processes and created SOPs (standard operating procedures) for all departments to follow to decrease turnaround times for projects and improve the management and organization of these projects.

A:
Cont'd

- Viewed wedding galleries and selected images for the Marketing and Sales team to use on social media, sales kit, and website.
- Gathered a list of Instagram captions and created an easy-to-use guide to be distributed to all NCA Fairmont Marketing teams that would assist them in developing a consistent and engaging copy.
- Reviewed contacts of media personnel and influencers and categorized them into various lists to be sent media pitches.
- Met with my core team to discuss upcoming projects and delegated tasks. Connected with the executive team to provide them with an overview of projects, campaigns, collaborations, partnerships, and activities that had been completed and were in progress.

Q: What technology platforms did you use in your role?

A:

I used Office 365!

- **Outlook:** emailing internal and external communications.
- **Teams:** communicating with colleagues and hosting meetings.
- **Planner:** logging tasks/projects containing all important details (due date, assigned, priority, task type, attachments, checklists, notes and comments).
- **To-Do:** creating checklists of items I needed to work on and took quick notes.
- **Power Automate:** creating flows by coding to automate recurring tasks that ultimately streamline processes.
- **PowerPoint:** creating reports and slide decks.
- **Excel:** visualizing qualitative data using pivot tables and organizing data.
- **Word:** writing reports and other documents.



Q: How does your industry impact the world?

A:

Essentially, the Hospitality and Tourism sector offers services like lodging, food and beverage, events, and entertainment for those seeking a break from their usual routine. The industry, as a whole, has a substantial impact on the world on economic, social, and environmental dimensions.

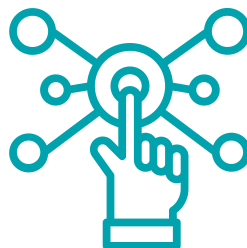
- **Economic Impact:** The industry contributes to the global economy by generating employment opportunities for millions of people worldwide. It boosts local economies by attracting tourists and visitors who spend money on accommodations, food, and other activities. In this way, the industry supports local businesses, creates jobs, attracts foreign investment, and helps to improve the standard of living for residents of a region. This, in turn, can lead to the growth of other industries, such as agriculture, manufacturing, and transportation. The growth of Hospitality and Tourism often leads to the development of infrastructure such as airports, hotels, and transportation systems. This can help to improve the quality of life for residents in the area, as well as make it easier for visitors to access and explore the region.

- **Social Impact:** The industry is crucial in promoting cultural exchange and understanding. By providing a platform for travellers to explore different cultures and traditions, the industry facilitates intercultural dialogue and encourages people to appreciate diversity. This cultural exchange can help to foster mutual respect, appreciation, and acceptance, reduce stereotypes and misconceptions, and promote peace and harmony.
- **Environmental Impact:** The industry is also taking steps towards sustainability, recognizing the impact of its activities on the environment. Many businesses are adopting environmentally friendly practices (including Fairmont Royal York and Accor's Planet 21 sustainable development program) by using renewable energy sources, reducing waste, eliminating single-use plastics, and conserving water. These actions can help to reduce the industry's ecological footprint, mitigate climate change, and preserve natural resources for future generations.

Q: Which industry trends should Ted Rogers students be aware of?

A: The top trends facing the Hospitality and Tourism industry are:

- **“Bleisure”:** The industry is seeing a trend toward combining business travel with leisure. For example, a person traveling to the Fairmont Royal York for a business conference may fly in for the event but then stay the weekend to relax, enjoy, and tour the city.
- **Hotel Workspaces:** Working remotely has become a norm for many employees, and this trend is expected to continue. This shift has been hastened by the global public health crisis, and many leading companies, such as Amazon and Facebook, are announcing they will implement a hybrid/flexible approach to remote work. As a result, Hospitality and Tourism establishments are transforming themselves into remote work hubs for both locals and travelers. This presents an excellent opportunity for hotels and food and beverage venues to capitalize on the trend by adapting their offerings to cater to this emerging segment. Basic amenities such as sufficient plug sockets, complimentary high-speed Wi-Fi, meeting rooms, and quality coffee are great starting points.
- **Holistic Hospitality:** Apart from the customary beauty and relaxation treatments, there is a growing demand for health diagnostic technology and tailored therapy plans offered by specialists who conduct personal or group sessions designed to promote vitality, healing, stress management, emotional balance, mindfulness, and improved sleep. Given the rising prevalence of Millennial and Generation Z demographic cohorts, such trends are projected to increase further.
- **Digitalization:** Customer-facing services are being revamped with technology-assisted options such as mobile check-in, contactless payments, voice control, and biometrics. As consumers have become accustomed to using facial and fingerprint recognition to unlock their smartphones and laptops, they will soon anticipate the same level of convenience when accessing their hotel rooms.



Q: What advice would you provide a Ted Rogers student who aspires to work in your industry?

A: First and foremost, you must be a people person. If you enjoy talking with people and working with people all day, every day, then this is the job for you! At its core, the Hospitality and Tourism sector is about serving people (with a smile) and fostering relationships between a guest and their hosts. The following is more insightful advice:

- **Gain relevant experience:** Try to gain as much practical experience as possible through internships, part-time jobs, or volunteering opportunities in the industry.
- **Focus on customer service:** The Hospitality and Tourism industry is all about providing exceptional customer service. Although technical skills are relevant, soft skills will be used, time after time, when working in this industry.
- **Know what you want to specialize in:** There are two sides to working in the Hospitality and Tourism industry - the operational side and the corporate side. Both offer a wide range of possibilities for career advancement.
- **Build a network:** Networking is essential in the Hospitality and Tourism industry (any industry, for that matter), so take advantage of any opportunity to connect with professionals in the field. Attend industry events, join relevant associations, and use social media platforms like LinkedIn to build your professional network.
- **Be flexible:** The Hospitality and Tourism industry often requires flexibility in terms of working hours and locations, so be open to different job opportunities and locations, as this will increase your chances of finding the right job.
- **Pursue further education:** Consider pursuing further education in the form of certifications or specialized courses to increase your knowledge and skills in a specific area of the industry.

Remember, the Hospitality and Tourism industry can be advantageous but also demanding. With hard work, dedication, and a passion for customer service, you can succeed!

Q: Being a Ted Rogers Co-op student, how did you find the transition into your first work term?

A: Though I have completed three work terms, I still vividly recall my first work term, laden with mixed emotions—nervousness, excitement, and eagerness to commence and gain pertinent work experiences that would propel me along my career path. It took me around a month to fully grasp my responsibilities and expectations for each work term. However, attending orientation/training sessions, alongside seeking help and asking questions while working on tasks, proved instrumental during this transition period. Additionally, reading the Co-op Learning Outcomes and collaborating with my Manager to create SMART Goals that were feasible and achievable aided me in understanding my primary role and duties within the team, while also keeping me on track to accomplish these objectives.

Q: How did your Co-op experience help you with where you are today?

A: I am confident that the completion of each Co-op work term has contributed to my personal and professional growth. The experiences, insights, skills, and connections I have gained allowed me to secure meaningful positions. Moreover, the work I accomplished and the relationships I fostered have opened opportunities for me post-graduation.

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HTSS

The [Hospitality and Tourism Students' Society](#) (HTSS) represents and educates students on careers in hospitality, through events and workshops.



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Staff Contributor Charmaine Kwong

Charmaine is a Co-op Coordinator who is a big believer in a growth mindset. Her background in teaching and employment counseling allows her to build meaningful relationships with students and guide them as they #staygritty and #staycurious while navigating through their Co-op journeys.



Student Contributor Siyaan Sivasunthararasa

Siyaan is a Global Management Studies Co-op student who completed his work terms at the Globe and Mail in the Summer 2023 semester and Interact in the Fall 2023 semester.