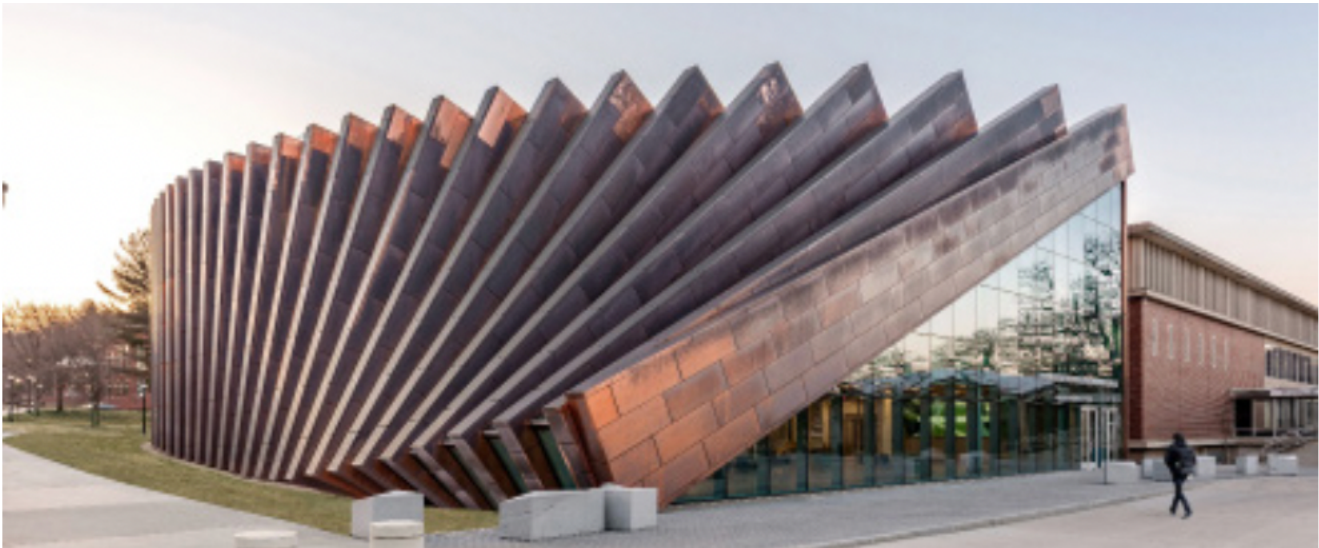




Isenberg School of Management



Dear Company Representative,

On behalf of the Department of Hospitality & Tourism Management (HTM) at the Isenberg School of Management, UMass Amherst, we cordially invite you to attend our 50<sup>th</sup> Annual HTM Career Day on **February 14<sup>th</sup> and 15<sup>th</sup>, 2024!** This special event is a student-run, not-for-profit Career Day that has been held for half a century. As we continue to grow, we are proud to inform the community that this tradition is **the largest student-run career fair on the East Coast!**

We are excited to share with you our plans for this year's Career Day! As a committee, we wanted to take this opportunity to keep moving forward toward successful career paths for HTM students and beyond. We hope that the 2023 HTM Career Day can be a positive experience for students and employers alike and will create connections that will help students embark on their journey to find their future careers! The students in our esteemed Isenberg Hospitality and Tourism Management (HTM) Program are hardworking, ambitious, and eager to gain industry experience. This year's golden theme, Proud Past; Golden Future, is focused on guiding HTM students' careers toward a bright future. Whether you are seeking hourly associates, interns, or full-time employees, we can ensure that Isenberg HTM students will be your top choice, and our students look forward to meeting you! The Isenberg School of Management, and the Hospitality and Tourism Management Program are both consistently ranked among the top schools and programs annually. In **2023**, Isenberg School of Management was ranked:

- **#1 Best Public Undergraduate Business Program in the Northeast**
- **#10 Best Hospitality Program in the United States**
- **#29 Best Public Business School in the Nation**
- **#47 Best Business School Overall**

The satisfaction that recruiters find with Isenberg students is evidence of how successful and impactful our program is, and we are excited for you to experience it with us. More specifically, the HTM program satisfies student progression through various activities. Our students are offered a myriad of learning opportunities that provide them with professional knowledge, experience, and academic advancements through our course selection, elective classes, extra-curricular clubs, and volunteer activities. HTM students further their education, professionalism, and gain real-world experience by connecting with UMass alumni, participating in executive board club positions, networking with industry professionals, and working industry-related jobs. These continued accomplishments contribute to what makes our program stand apart from other universities. Our students are eager to get involved with the hospitality industry, and each brings a different perspective and array of talents to the recruiting table. The HTM Career Day Committee has worked tirelessly this year to make the event run smoothly and is dedicated to meeting the needs of each company as we strive to foster employer-student connections at our Career Day and associated events. We look forward to providing your company with a personalized and unique experience both at our Career Day and with our students. Registration is currently open on our **Handshake** page. If you have any further questions or need additional information, please do not hesitate to visit [our website](#), reach out to us via social media or contact us at [careerht@gmail.com](mailto:careerht@gmail.com). We are so excited for you to join us for our in-person 50<sup>th</sup> Hospitality & Tourism Management Career Day!

Best Regards,

Dustin Acocelli  
Career Day Committee Co-Chair

Ted Wolfenden  
Career Day Committee Co-Chair

Melissa Baker  
HTM Department Chair

# Why Recruit at Isenberg?

## What Our Students Can Offer Your Company

The University of Massachusetts, Amherst's Department of Hospitality & Tourism Management is one of the most prestigious and oldest educational hospitality programs in the country. As part of the Isenberg School of Management, the Hospitality & Tourism Management Department consists of over 300+ students, all of whom are eager and willing to engage in a challenging curriculum as well as a wide variety of extracurricular activities related to the industry. As a diverse community of students, we thrive by studying a range of courses such as:

- **Hotel & Lodging Management**
- **Food and Beverage Management**
- **Customer Experience Management**
- **Club Management**
- **Event and Convention Management**
- **Casino Management**
- **Revenue Management**
- **Hospitality and Tourism Leadership**

For 50 years, the annual HTM Career Day has been entirely planned, organized, and executed by a student-run committee. This group provides our department with the opportunity to showcase both our educational and event management expertise through hands-on hospitality learning experiences. The Career Day Committee, consisting entirely of Isenberg HTM students, works year-round to make sure this event is conducted professionally and successfully. With the help of some incredible student volunteers throughout the day, the HTM community works together to ensure high recruiter satisfaction. Our 50<sup>th</sup> Annual Career Day will be a unique occasion for your company to recruit from an elite selection of students at UMass Amherst. In addition to your booth exhibit during Career Day, we invite our **sponsors** to sign up for our Rapid Recruiting event ([see pages 4 and 5](#))!

The recognition of excellence, professionalism, and prestige that the HTM Department continuously receives is largely due to the enthusiasm that our students display. By joining us at our 50<sup>th</sup> Annual HTM Career Day, you will be able to experience firsthand the motivation and work ethic of these students by connecting with inspiring personalities and allowing your company to advance through quality recruitment.

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"HTM Career Day is an event that InterContinental Boston always looks forward to during our recruiting seasons. From Rapid Recruiting to HTM Career Day, the students never cease to pleasantly surprise us with their professionalism, presentation and positive attitude. We know that they will always be well prepared. It is truly exciting to know that such great hospitality prospects will be joining the industry!"

Avery Chang  
Human Resources Manager  
InterContinental Boston

"Through the HTM Career Day, The Country Club has established a long history of employing students from the University of Massachusetts and many have gone on to become very successful managers in the Club industry. The education, internship opportunities and quality of students has allowed for a tremendous partnership over many decades. The HTM program has always provided an excellent foundation for its students and we are fortunate to further develop their careers."

Chris Metz, Alumni 16'  
Gerry Daly, Alumni 83'  
The Country Club

## Event Descriptions

### Rapid Recruiting

Rapid Recruiting event will be held the evening before Career Day on Wednesday, **February 14<sup>th</sup> from 6pm-8pm**, in the Marriott Center! Food and drink will be available before the event. Participants in the Rapid Recruiting event will be welcome by invitation only to our sponsors. If you are interested in participating in Rapid Recruiting, please consider becoming a sponsor! Details to follow on page 5.

At this event, you will have the opportunity to meet small groups of students interested in your company and provide them a brief information session on your company's mission, vision, purpose, and current positions you are looking to fill. The evening will allow you to quickly pitch your company and break the ice with small groups of students who rotate from recruiter-to-recruiter station. Student Ambassadors will be available to help at each station and if you are not able to attend, an Ambassador can be assigned as your company's Rapid Recruiting Representative for the evening.

### Recruiter Brunch

We will begin our Career Day event with a recruiter breakfast on the morning of **February 15<sup>th</sup> from 10:30am-11:30am**. Here, recruiters can mingle with one another while enjoying a fresh and locally sourced breakfast, courtesy of external donations. This breakfast will take place in the basement of The Campus Center!

### Career Day

This year our Career Day will be comprised of approximately 60 companies that represent a variety of different segments of the industry. This will take place on **February 15<sup>th</sup> from 12pm-4pm**. Students will have the opportunity to introduce themselves to different recruiters for various levels of employment. Recruiters will then be given the chance and are encouraged to set up interviews and/or job applications for students they are interested in. Should a recruiter be interested in setting up virtual interviews through the university, please reach out to the Chase Career Center for more information. Career Day can foster a positive environment for young professionals in Isenberg by creating vast networking opportunities as well as building confidence in different areas of business. In line with our *"Proud Past, Golden Future"* theme, we hope that students can embrace the bright path to success and launch their careers through this event. We hope that you use this opportunity to its fullest extent and find whatever it is you need to make your business thrive in this ever-changing employment environment.

### Golden Celebration

Indulge in exceptional hors d'oeuvres, specialty cocktails, and irresistible desserts, specifically designed and crafted for this event by our own Chef Jenafer Andr n-Kazunas and her talented culinary team. We sincerely look forward to celebrating our students and highlighting our seniors with you on the evening of **February 15<sup>th</sup> from 5pm-7pm!** Signifying the finale of our 50<sup>th</sup> Annual HTM Career Day, the Golden Celebration will be held in the Marriott Center, located on the 11th floor of the Campus Center. The annual Celebration is the Hospitality & Tourism Management Department's premier networking event, hosted to enhance interaction amongst our students, recruiters, faculty, and alumni. The Golden Celebration is a time when recruiters can get to know our HTM students on a personal level and celebrate all their accomplishments. Through this highly talked about social networking event, we invite you to experience a truly hospitable night with us.

## Registration Fees

To register for the 2024 HTM Career Day, please register through **Handshake** by January 10<sup>th</sup>, 2024. Early bird registration will be available from November 16<sup>th</sup> to December 1<sup>st</sup>, at a price of **\$350**. December 2<sup>nd</sup> to January 10<sup>th</sup> is regular registration, at a price of **\$400**.

### Registration Includes:

- 2 Recruiters
- Access to discounted room rates at the UMass Hotel
- Complimentary parking passes in the campus parking garage
- Gold Celebration access
- Breakfast and lunch
- Wi-Fi

### Additional Items Available Upon Request:

- Additional Recruiter - \$75
- Access to Electrical Outlet - \$35
- Extension Cord - \$5

*\*\*Electrical hookups will only be available to companies that request access prior to Career Day. Other accommodations will be available upon registration, or by request. Items may be requested on the day of but are not guaranteed due to limited supply. Please reach out to the planning committee or the UMass Hotel if you would like to submit a request.*

## Sponsorships

**\*If you are interested in being a sponsor, you must sign up upon registration\***

Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship
<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>
<ul style="list-style-type: none"> <li>• All Marketing Materials and Extra Promotion</li> <li>• Promotional Video Showcase</li> <li>• 5 Total Social Media Posts from the time of registration to Career Day &amp; additional promotion through Isenberg TV monitors</li> <li>• Website &amp; Career Day Booth Recognition</li> <li>• Strategic Booth Placement                             <ul style="list-style-type: none"> <li>• 4 Additional Recruiters</li> <li>• 5 Logo Projections</li> </ul> </li> <li>• Automatic invitation to our "2024 Rapid Recruiting" event</li> <li>• Attendance to VIP breakfast on Career Day</li> </ul>	<ul style="list-style-type: none"> <li>• All Marketing Materials</li> <li>• 4 total Social Media Posts from the time of registration to Career Day</li> <li>• Website &amp; Career Day Booth Recognition</li> <li>• 2 Additional Recruiters                             <ul style="list-style-type: none"> <li>• 5 Logo Projections</li> </ul> </li> <li>• Automatic invitation to our "2024 Rapid Recruiting" event</li> <li>• Attendance to VIP breakfast on Career Day</li> </ul>	<ul style="list-style-type: none"> <li>• 2 total Social Media Posts from the time of registration to Career Day</li> <li>• Website &amp; Career Day Booth Recognition                             <ul style="list-style-type: none"> <li>• 3 Logo Projections</li> </ul> </li> <li>• Automatic invitation to our "2024 Rapid Recruiting" event</li> <li>• Attendance to VIP breakfast on Career Day</li> </ul>

### Cancellation Policy

If you need to cancel your attendance to the HTM Career Day for any reason, you can do so for a **full refund** any time before **January 18<sup>th</sup>, 2024**. If you cancel any time between **January 18<sup>th</sup>** and **February 1<sup>st</sup>**, you will receive a **50% refund**. All cancellations after February 1<sup>st</sup> will not receive refunds. Please be advised that you will not be able to register for Career Day if you have any outstanding balances.

# Hotel UMass

## *Convenience in the Heart of Campus*

Embrace convenience during your visit to the lovely Pioneer Valley by staying at Hotel UMass, rated the best hotel in Amherst! Hotel UMass blends the tranquility of Western Massachusetts with the bustling energy of the college campus, suitably located in the same building as the Career Day and the Golden Celebration. We have coordinated with Hotel UMass to make a room block available to our recruiters. At Hotel UMass, you can experience the stunning views of the Connecticut River Valley while enjoying various provided amenities such as complimentary continental breakfast, the best college food in the nation, free Wi-Fi, and convenient parking in the Campus Center Parking Garage with complimentary passes.



## Reservation Method

Attendees should contact the hotel directly by **January 17<sup>th</sup>, 2024**, to secure a reservation at the group rate of **\$159 per night**, plus taxes and fees. Request your room using the hotel block link: **[HTMC24C](#)**. Attendees may book rooms for Career Day after January 18<sup>th</sup>; however, room availability and rates are not guaranteed. Check in time is 3:00 pm on arrival date and check out is at 11:00 am on leave date. We advise you to make your reservation early to ensure that you get a room!



**Hotel UMass**  
**UMass Amherst**  
**1 Campus Center Way**  
**Amherst, MA 01003-9247**  
**(877) 822-2110**  
**<https://hotelumass.com/>**

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## To Register and Learn More

To reserve your spot at the 50<sup>th</sup> Annual HTM Career Day at UMass Amherst, or to learn more about the event, visit Handshake or use this link:

[https://app.joinhandshake.com/career\\_fairs/44607/employer\\_preview?token=HZ5a5Fgfb6WJKGRfw2m0S8iz-SA2NBNJV-s2JFesU7ARqMTASRGDQ](https://app.joinhandshake.com/career_fairs/44607/employer_preview?token=HZ5a5Fgfb6WJKGRfw2m0S8iz-SA2NBNJV-s2JFesU7ARqMTASRGDQ)

## General Contact Information

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Amherst, MA 01003-9247

### Career Day Committee Members

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#### Darci Garrity

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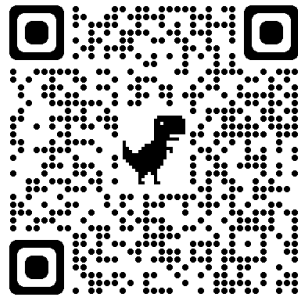
## Follow Us on Social Media!



[HTM Career Day](#)



[@htmcd umass](#)



*Scan this QR code  
or click the link to visit the  
official HTM Career Day!  
website!*



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## ***A Notice About Covid-19***

We are excited to have our third in-person Career Day since the COVID-19 Pandemic! With that being said, face masks are welcome but not required. For more information about the UMass Amherst COVID-19 policies, please visit this link:

<https://www.umass.edu/coronavirus/>

*Thank You!*