



CHART

Council of Hotel and
Restaurant Trainers

Partnerships & Resource Gallery

CHART Background

CHART is forty three year old association of 400 to 500 Hospitality Industry Human Resource, Training and Development professionals from multi-unit foodservice and lodging corporations. Membership is limited to major hotel and foodservice corporation executives.

CHART members are executives responsible for the creation and implementation of programs for educating, training and developing human resources within multi-unit foodservice and lodging corporations. Our members represent full-service and quick service chains, as well as on-site foodservice, theme parks, casinos and hotels.

The CHART members are an elite and focused group in that all are high level professionals in the hospitality training field, and the association is unique in that it represents both lodging and foodservice trainers. On our website you can find a list of the over 300 companies which our members work for, representing a large percentage of the industry and millions of employees. The oldest and largest organization dedicated to training in the hospitality industry, CHART presents two educational conferences a year. Members attend one of the two conferences each year. Our goal is to help trainers do their job better, and in so doing help the employees, customers, individual businesses and the industry as a whole.

Resource Gallery

Companies that are interested in reaching the CHART membership may want to consider participating in our Resource Gallery. The CHART Resource Gallery is a vendor fair held at each of our conferences and is the only real venue that we have for commercial sales to members.

The Resource Gallery is for member recommended companies only, so the members are sure to be meeting only companies that their peers have used and highly recommend. The benefit to the vendor is the opportunity to meet with and showcase their materials to trainers in the hospitality industry in a friendly, fun and personal setting. We select companies for this event whose products and services are needed by the attendees, and whose target market are the training professionals they will meet. We want both member and vendor to benefit significantly from the event, so we have designed the Resource Gallery to allow us to hand pick vendors whose services and products are sought by our members.

The Resource Gallery is traditionally held between approximately 3:00 - 6:00 p.m. during a cocktail reception and social gathering the second day of the

conference. Space in the Resource Gallery is limited to approximately 25 vendors to ensure that we maintain the intimate atmosphere that has made this event so beneficial and effective for both the vendors and our members. The cost is \$2,500 for our Winter Conference and \$3,500 for the Summer Conference. Participants in the vendor fair have found the event to be extremely effective and cost efficient due to the targeted audience that they meet in a brief period of time. Because the event is less than 3 hours, vendors save significantly on the expense of manning a booth for several days, while many of the attendees they meet are qualified buyers.

Participating vendors are considered a CHART “supporter” for the following year, with their company description appearing in the conference binder and have their website linked on CHART’s website for one year as a “CHART Recommended Resource” as 1 of only 25 companies whose products and services CHART promotes. Each time an industry professional comes to our site seeking materials, he or she would be further directed to the vendor’s site.

Partnership

The Resource Gallery provides an excellent opportunity for most vendors to introduce their products and services to vendors, but your company may also like to explore the benefits of expanding your relationship with CHART to become a CHART Partner. CHART maintains only a select few major sponsor partners in order to keep the pure, undiluted appeal. CHART’s membership is almost entirely made up of trainers employed by multi-unit hotels and restaurants, and the only venue for consultants and vendors to reach the membership is through the Resource Gallery or Partnership.

The major benefit to CHART Partners is the ability to attend CHART conferences. Some of the companies that participate in our Resource Gallery find that they really want to gain even further access to the membership, sitting with them at sessions, answering questions at our roundtable discussions and allowing members to develop a true understanding of the wealth of information they have to offer and developing long-term personal relationships with our trainers. By immersing themselves into the association these companies also develop a greater understanding of the growing and changing needs of hospitality trainers and can then use this information to help keep their products and services geared toward the trainers current everyday training issues.

Summary

CHART is an ideal venue for any company hoping to catch the personal attention of the hospitality training industry - both foodservice and lodging. If your company is targeting its marketing efforts to trainers in the hospitality industry, CHART could be an ideal venue for you. Choosing whether your best efforts would be spent as a Resource Gallery participant or as a partner depends on how you best market your expertise - if it is by showcasing your materials then the Resource Gallery is a good option, but if the value of what you offer is best revealed through developing personal relationships, and you are hoping to learn more about the needs of the trainers in the industry, then Partnership would be a better option.