

SKÅL INTERNATIONAL EUROPE AREA COMMITTEE

2 YEAR IT DEVELOPMENT PLAN

By using the strong foundations of its digital online tools (website and social networks) Skål Europe Area Committee should continue to successfully promote its mission and vision to the target audience (current and potential new Skal members) and have a steady growth of its online presence through acquiring new followers of Skal Europe AC website and its social networks.

Skal Europe club members in charge of IT should be encouraged by Skal Europe AC to a friendly cooperation by publishing and supplying digital content of various relevant and exciting news, events, projects happening in their area but also to promote the ideas and projects happening at the level of Skal Europe AC.

This should lead to an organic growth of online engagement of Skal members – they will participate in meaningful discussions about the key topics and future of Skal and as a result contribute to the expansion of Skal International's online presence.

To continue the upward trend of Skal Europe AC online presence the following should be considered:

1. MANAGING THE SKAL EUROPE ONLINE PLATFORM:

1.1 A strong expansion of Skal Europe Area Committee influence will come from the successful cooperation with Skal Europe clubs – Skal Europe AC should get in contact with the person responsible for IT in each European club to be able to successfully communicate future plans regarding the European online activities.

1.2 Skal Europe AC should take the role of support for European clubs to setup their basic platform – Skal club website and social networks – Facebook, LinkedIn, Instagram, X.

Skal International can provide its online platform for creating the Skal club website while Skal Europe AC can take on the role of advising clubs about publishing their content on club website and setting up their social network pages for publishing news.

Skal Europe AC should advise the clubs on communicating a clear message about what Skal represents and about the international business opportunities the organization offers.

1.3 Skal Europe should also encourage all European Skal club members to connect to at least one if not to all social networks (most members should have at least a LinkedIn or Facebook profile to be able to connect) by e-mailing the person responsible for the IT department or president of each European Skal club.

1.4 Boost the reach of important Skal Europe posts on social networks through paid advertisements – for events and projects that are defined as important by the Skal Europe AC committee.

2. PUBLISHING ONLINE CONTENT:

2.1 European Skal clubs should be encouraged and advised by Skal Europe AC to publish the Skal Europe AC news on their club website and social networks.

The Skal Europe clubs should be made aware of the importance of continuously publishing quality news on their website and online platforms to make a positive and professional impact on potential new Skal members.

2.2 Skal Europe AC should encourage Skal Europe clubs to send any relevant club news for review and publishing on Skal Europe AC website and social networks.

2.3 Skal Europe AC should inform Skal Europe clubs about the “Visit Europe with Skal” platform and the possibilities it offers – the Skal Europe clubs will become important promoters of the VEWS platform.

Skal Europe AC should encourage Skal Europe clubs to publish prepared announcements by Skal EU AC about the VEWS platform – the clubs should publish the news on their website, social networks and directly to the email of their members.

2.4 Skal Europe AC should continue publishing online content and inform Skal Europe clubs about the possible categories, for example:

- Skal Europe AC news – Academy, AC Events, Interviews...
- New trends and technologies of hospitality industry
- Attractive local events, meetings, conferences, trade shows of Skal clubs and its members happening in person and online.
- Local destination news – can be made in collaboration with local tourist boards and similar institutions.

2.5 Skal Europe AC should take into consideration and possibly implement new creative ideas regarding the Skal Europe online platform coming from Skal members and inform other Skal clubs about them.

3. MANAGING THE EFFICIENCY OF ONLINE CONTENT DISTRIBUTION:

3.1 Skal Europe AC should encourage Skal Europe clubs to divide the website news categories to different club members for a more efficient distribution of content – for example one club member should be in charge of preparing the monthly interview category, another member should be in charge of monthly hospitality news category...

3.2 The Skal club members in charge of their club online content should be informed that they can receive a template for their category of interest (interview category, news category...) by Skal Europe AC if needed.

4. CONTENT FOCUSED ON YOUNGER SKAL AUDIENCE:

Grab the attention of the younger Skal target audience through social networks - attention is today's no. 1 currency, and social networks + video platforms are the main way to communicate with potential younger Skal candidates - because younger people have shorter attention spans consistent and short-format informing about important Skal events on social networks is recommended.

5. MANAGING THE YOUTUBE VIDEO PLATFORM:

5.1 Setting up Skal Europe YouTube channel should help the brand strength long-term - Skal Europe AC board members should first define the guidelines for making videos that promote Skal in the right way – as it is a video format it requires more work.

Skal Europe AC board members should make an agreement on which Skal educational seminar videos to publish for everyone on YouTube – as it is a great way to promote the Skal brand to potential new members (in previous agreement with each lecturer).

6. ADDITIONAL WAYS OF SKAL EUROPE PROMOTION THROUGH DIGITAL CONTENT:

Creation of a new universal PowerPoint presentation template by Skal Europe – the template should be based on Skal International official template with additional information that effectively communicates all Skal Europe AC values.

Each European Skal club should have the possibility to modify the stock photos and text of the presentation so that it can add club's specific club information.

By familiarizing myself in detail with the current way of managing the IT services of Skal Europe AC and learning about the ideas and plans for the future of the IT department I will, together with the respected AC board members and directors, enthusiastically continue the work of making Skal Europe the organization that is at the forefront of the international hospitality industry.

Best regards,

Alan Racic

Skål International Zagreb Secretary