
## The Executive Development Programme in Hospitality

**2017 Hong Kong PolyU Winter School**

**Hong Kong Polytechnic University**

**December 4-16, 2017**

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**(Please type or print clearly)**

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| Please provide your PATA Membership number: |  |

**Section I: Personal Information**

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| --- | --- | --- | --- | --- |
| Dr / Mr / Mrs / Ms | First Name |  | Surname |  |
| Title / Position: |  |
| Organisation: |  |
| Address (Work): |  |
|  |  |
| Phone: |  | Fax: |  |
| Email: |  |

**In case of emergency contact:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name |  | Relationship: |  | Phone: |  |

**Section II: Current Industry Experience**

**Person to whom you report:**

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| Full Name: |  |
| Title / Position: |  |
| Phone: |  | Email: |  |

**What are the primary responsibilities of your position?**

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**What type of organisation are you currently employed with? (select one)**

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 Educational Institute |

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 Government |

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 Hotel |
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 Media |

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 Publication |

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 Transportation |
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 Travel Service |

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 Tourism Association |

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 Others |  |

**Section III: Previous Industry Experience & Education**

**What special professional interest in tourism do you have?**

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**Principal position held previously**

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| Organisation: |  |
| Dates: |  | Position: |  |
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**SECTION IV:**

Please select two of the following modules you wish to apply for sponsorship:

Mark “1” for your first choice. Mark “2” for your second option.

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 Luxury Hospitality Brand Management on December 4-5 |
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 Digital Marketing and Analytics on December 6-7 |
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 Revenue Management for Non-Revenue Managers on December 8-9 |
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 Strategic Talent Management: Recruiting, Selecting, Motivating and Retaining Employees for Long Term Success on December 11-12 |
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 Effective Training in Hospitality on December 13-14 |
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 Managing Organisational Change and Transformation on December 15-16 |

**Section V: Deadline**

The application must be submitted by **October 20, 2017** to:

Miss Kay Kornchalee Tantimongkonsakul

Tel: (66-2) 658-2000

Email: foundation@PATA.org