PATA Website: Student Chapter Updates

Dear PATA Student Chapter Leaders,

The PATA Student Chapter Updates on PATA Website aims to:
- Highlight youth efforts in bringing about sustainable and responsible change in the tourism industry;
- Showcase the impact our community has around the world;
- Inspire each other to greater heights!

This is a new benefit for our EDU Members and Student Chapters:
- PATA Student Chapters can promote their upcoming events.
- PATA Student Chapters position themselves as thought-leaders and changemakers within the industry.
- PATA EDU Members increase their brand awareness.
- All submissions also stand the chance of being highlighted again on the PATA Youth FB page, PATA HQ official social media channels, PATA Youth Monthly Newsletter to 4000 subscribers and PATA Official e-newsletter to 15,000 subscribers.

Submission Guidelines

1. We accept three types of updates:
   - **Announcements** (eg: to thank outgoing Executive Committee Leaders, to welcome new members, to announce a new initiative, to call for collaborators, to announce Student Chapter's Mission / Vision / Goals for the new year, etc)
   - **Upcoming events** with registration link
   - **Post-event press releases** to share the impact of your event

2. **Write a formal press release**. Please see the template to follow on page 2 of this pdf. We will contact submissions that do not include the necessary information as stated in the template for necessary revision before publication. Unfortunately, submissions that are inappropriate in length (either too short or too long) will be rejected.

3. Submit the press release in Word document or PDF format to YTP@PATA.org.

Questions? please contact me at YTP@PATA.org.

Yours Sincerely,

Aletheia Tan
27th November 2020

Template for Student Chapter Updates Submissions

<div align="center">

Title of Press Release[1]
</div>

City, Country, Date (DD/MM/YYYY) – Introduction of 1-3 sentences or max 50 words that serves as an excerpt on PATA Website. This section should include the Official Name of Student Chapter and a brief summary of the Event Description.

Event Description (1-4 paragraphs) This section contains a detailed description of the event, Quotes / Testimonials, Impact of Event & Event Documentation.

With regards to event documentation, this can be event photos inserted as appropriate in between paragraphs of the text or Video Documentation of event or Event marketing graphics. You can include a Link to a recording of the event which can be watched on-demand. ==Please do not send a video file. Upload the video onto a video sharing platform such as youtube, vimeo, FB, IG, etc and include the link in the press release.== **For example:**

PATA Youth Fireside Chat - Dr. Taleb Rifai

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Watch on demand on youtube:
https://www.youtube.com/watch?v=NhVljHTt-xI&list=PLI-OTEtGvm1duOgNvO1E3WKBOBe2dDQbK&index=8
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With regards to the impact of the event, share your key success metrics. Is the event's goals linked to the SDGs? If yes, which SDGs? What did the audience learn from the event? How many audience members participated (no. of attendees, views, reach)? What are some concrete outcomes from the event? *(eg: A beach clean up event will have the concrete outcome of picking up X kg of marine litter from the beach. A networking event will allow X number of people to form Y number of connections and resulted in Z number of collaborative projects, etc.)*

Conclusion Paragraph

About (Official Student Chapter Name)
Student Chapter bio (Max 80 words per bio)
Student Chapter Social Media: Facebook, Instagram, Twitter, Linkedin, Website

For more information
Student Chapter Contact Person Name, position, email

About (University) (Optional)
University Organisational bio (Max 80 words per bio)

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[1] Please note that the title of your press release **should not** simply be the title of the event.
Bad example: "PATA Youth Symposium 2020"
Good Example: "PATA Student Chapter Leaders attend PATA Youth Symposium 2020 and network with industry leaders"