

NO ROOM FOR TRAFFICKING EVENT IN A BOX TOOLKIT

As we continue our united efforts to raise awareness for a unified approach to combat human trafficking, this toolkit provides guidance on how to host and promote your own human trafficking awareness event and training session, as we work toward our goal of training 100 percent of employees.

Event Guidance

Hosting an event or training session provides an opportunity to raise local awareness of our industry's leadership on this important issue, while also training employees as we work toward our goal of training 100 percent of employees.

Below you will find guidance on ways to host your own event as well as template materials. If you have questions or need additional information, please do not hesitate to reach out to us directly by emailing NRFT@ahla.com.



As part of the hotel industry's continued efforts to end human trafficking, AHLA launched the No Room for Trafficking campaign to expand on current training and efforts to educate employees on the signs and indicators of human trafficking.

For additional information, please visit AHLA.com/NoRoomForTrafficking

GUIDANCE ON INVITATIONS & ATTENDEES

During your event, we encourage you to highlight the industry's coordination and collaboration with both government officials and law enforcement by inviting local officials and law enforcement officers to participate in your event. Many localities also have human trafficking prevention task forces which we also consider inviting to increase local partnerships.

To ensure the industry's partners in prevention from all sectors are represented at your event, we suggest inviting the following to your event:

- Local Elected Officials
- Local Law Enforcement
- State Hotel and Lodging Associations
- Local Travel Industry Partners
- Hotel Employees



TEMPLATE INVITATIONS

Click [here](#) to download this template.

Dear [NAME]

On behalf of [PROPERTY/COMPANY] we invite you to attend a No Room for Trafficking event where we will raise awareness and train hotel employees in human trafficking prevention, on [DATE] at [LOCATION]. This event and the **No Room for Trafficking** campaign builds on the hotel industry's long-standing legacy and commitment to combat human trafficking. Already each year, thousands of hotel employees are trained and through this campaign and training events across the country, our industry is building on this record by convening the entire industry around the goal of training every hotel worker.

As a leader on safety and security issues, the hotel industry is committed to continuously building upon our ongoing efforts and leadership to end the crime of human trafficking—a crime that robs freedom from millions each year. As a result of the industry's legacy of leadership on trafficking prevention, we have long recognized that hotel employees are uniquely positioned to identify potential signs of trafficking. With the right training, awareness and education, the lodging community can support survivors and work alongside law enforcement to help bring traffickers to justice.

(continued)

This event will include participation from local lodging and trafficking prevention partners, followed by a training seminar. Please let us know if you would be interested in participating in our event. Thank you and we look forward to working with you on this important issue.

Please RSVP to [EMAIL].

Sincerely,
[FIRST NAME, LAST NAME]
[TITLE]
[ORGANIZATION]

TEMPLATE INVITATION TO GOVERNMENT OFFICIAL

Click [here](#) to download this template.

The Honorable [Government Official]
[Address]

Dear [Government Official Name],

Earlier this year, the hotel industry through the American Hotel & Lodging Association (AHLA) launched the [No Room for Trafficking](#) campaign, uniting the hotel industry around a single, comprehensive approach to fight human trafficking. Given your leadership in the [State, City or District Representative] we would be honored to partner with you to schedule an event for [Timeframe].

These events are open to hotel employees and encourage participation from local law enforcement and elected officials. They also feature an on-site human trafficking training.

As a leader on safety and security issues, the hotel industry is committed to continuously building upon our ongoing efforts and leadership to end the crime of human trafficking—a crime that robs freedom from millions each year. As a result of the industry’s legacy of leadership on trafficking prevention, we have long recognized that hotel employees are uniquely positioned to identify potential signs of trafficking.

(continued)

With the right training, awareness, and education, the lodging community can support survivors and work with local and national law enforcement agencies to bring traffickers to justice. Together we can make a meaningful difference to end this crime.

Please let us know if you would be interested in participating in our event. Thank you and we look forward to working with you on this important issue.

Sincerely,
[FIRST NAME, LAST NAME]
[TITLE]
[ORGANIZATION]



GUIDANCE ON RUN OF SHOW

An important part of hosting a successful event includes having a well-rounded run of show to ensure that you are delivering an impactful message and showcasing the industry's leadership, partnerships and collaboration.

To do this, we recommend opening the event with remarks from an industry representative such as leadership from a state association, a property's general manager or another member of a hotel organization, followed by a mix of keynote addresses and panel discussions featuring lawmakers, law enforcement and an industry representative. The goal of this panel is to share the many ways the hotel industry is coordinating and leading on a solution to human trafficking both locally as well as nationally through the No Room for Trafficking campaign.

Additionally, a successful event will also include a training seminar to train employees while also highlighting our industry's in-depth and comprehensive training around trafficking prevention.

TEMPLATE RUN OF SHOW

- Opening Remarks: leadership from partner state association, general manager, or other industry representative.
- Keynote Speaker: local government official or member of law enforcement.
- Panel: Participants could include an industry representative, local government officials, local law enforcement officers and other businesses, specifically partners in the travel industry.
- Training session with hotel employees.
- Media availability with the general manager, local law enforcement and local officials.

GUIDANCE ON REMARKS

To effectively communicate our current prevention efforts while showcasing the long-standing legacy around combatting human trafficking, we recommend focusing the topics of remarks on the following:

Opening Remarks: Industry Representative

- During opening remarks, consider having an industry representative open the event by sharing how training helps hotel employees identify and report human trafficking and why the industry's efforts to combat human trafficking are so critical. Personal stories of ways hotel employees have utilized their training to combat human trafficking are also highly impactful.

Keynote: Lawmaker or Law Enforcement

- The keynote speaker could discuss the ways in which the community is working together to combat trafficking, highlight the partnership and leadership of with hotels and explain why it is so important for hotels to continue playing a leading role in this fight.

Panel: External Partnerships and Coordination with Law Enforcement

- The topic of the panel could focus on the importance of collaboration across all levels to showcase the wide range of partnerships the industry has developed through the No Room for Trafficking campaign and why each partnership is critical to comprehensively combatting human trafficking.

GUIDANCE ON EVENT COLLATERAL

AHLA encourages members to utilize the No Room for Trafficking campaign logo and collateral at events. Download our logos below, or to receive pins, stickers, brochures or other printed materials please email NRFT@ahla.com.



GUIDANCE ON MEDIA ENGAGEMENT

In order to amplify our industry's efforts around this event, we encourage you to invite your local media to attend the event by utilizing the following draft media advisory. Following the event, we encourage you to send a press release as well as share photos on your website and across social media. We also encourage you to request quotes from participants for your press release. If you're hosting an event in January, we encourage you to promote the efforts as part of National Human Trafficking Awareness Month.

Please do not hesitate to reach out if you have any questions or would like additional information on ways to engage with your local media. For examples of press materials from other No Room for Trafficking events click [here](#) and [here](#).

TEMPLATE MEDIA ADVISORY

Click [here](#) to download this template.

MEDIA ADVISORY

[DATE] Contact: [NAME], [EMAIL]

[ELECTED OFFICIAL NAME(S)] PARTNERS WITH HOTEL INDUSTRY TO COMBAT HUMAN TRAFFICKING

City, State (DATE) – On [DAY], [MONTH] [DATE] at [TIME], [ELECTED OFFICIAL(S) NAME] will join the [PROPERTY/COMPANY] for a human trafficking prevention training session with hotel employees at [LOCATION] as part of efforts to raise awareness during National Human Trafficking Awareness Month.

Already each year, thousands of hotel employees are trained on how to identify and stop human trafficking. With the launch of the hotel industry's No Room for Trafficking campaign, through the American Hotel and Lodging Association (AHLA), the hotel industry builds on its strong record by convening the entire industry around the goal of training every hotel worker.

All media are welcome and encouraged to attend.

WHO: [NAME OF GM]
[NAME OF LAW ENFORCEMENT OFFICER]
[NAME OF ELECTED OFFICIALS]

WHEN: [DATE]

WHERE: [LOCATION]

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TEMPLATE PRESS RELEASE

Click [here](#) to download this template.

PRESS RELEASE

Contact: [NAME], [PHONE NUMBER], [EMAIL]

[ELECTED OFFICIAL NAME(S)] PARTNERS WITH HOTEL INDUSTRY TO COMBAT HUMAN TRAFFICKING DURING NATIONAL HUMAN TRAFFICKING AWARENESS MONTH

CITY, STATE (DATE) – Today, [ELECTED OFFICIAL NAME(s)] partnered with [PROPERTY/COMPANY] to raise awareness for a unified approach to combat human trafficking during National Human Trafficking Awareness Month. As part of this effort, they joined the hotel industry for a human trafficking prevention training session with hotel employees at [LOCATION].

The No Room for Trafficking campaign builds on the hotel industry's long-standing legacy and commitment to combat human trafficking. Already each year, thousands of hotel employees are trained. With this campaign, AHLA builds on the industry's record by convening the entire industry with the goal of training every hotel worker.

[INSERT QUOTE FROM GM]

[INSERT QUOTE FROM GOVERNMENT OFFICIAL OR LAW ENFORCEMENT]

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EXAMPLE SOCIAL MEDIA

If you hold an event in January, we encourage you to use the hashtag #HumanTraffickingAwarenessMonth

- Hotels are leading the fight to end human trafficking. Learn more about the industry's leadership in our mission to train 100% of hotel employees and @AHLA's #NoRoom campaign here: AHLA.com/NoRoomForTrafficking
- Hotels play a critical role in the fight to end trafficking. By continuing to work together and expanding on our current efforts, we can end trafficking. #NoRoom AHLA.com/NoRoomForTrafficking
- Our hotel is joining the fight to end trafficking by hosting a training session for our employees on ways to combat trafficking. @AHLA #NoRoom