

# CONGRESS WORKSHOPS

## **SOCIAL MEDIA MARKETING**

Why It Is So Important?

Emotional Intelligence  
& Your Well Being

Managing High Conflict  
Situations & Discussions

Managing Successfully  
Across Cultures





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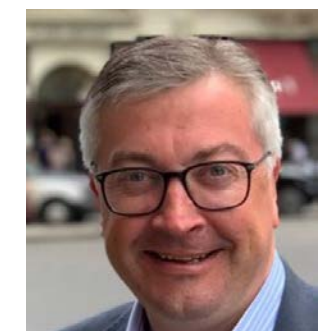
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**Editor** Olivier Bigot



**Editor** Duncan Couper

WORLD  
SKILLS  
CONGRESS

AICR 2020





## Workshop 1 & 6 Social Media Marketing - Why It Is So Important? *Dagmara Plata-Alf*

How to do it correctly for the hotel and for your personal development by Dagmara Plata-Alf, she is passionate about digital marketing, management and new technologies. Lecturer at the Kozminski University and Managing Director at Hotel Media Group company specializing in consulting and marketing activities for prestigious hotels and restaurants. She is the author of numerous articles on marketing and management in tourism industry. She realises her passion and shares her knowledge also during guest academic lectures (including at the Jagiellonian University in Krakow or the Cracow University of Economics). A graduate of doctoral studies at the Kozminski University and an MBA at the University of Bedfordshire.

**Workshop Trainer:**  
**Dagmara Plata-Alf; [www.dagmaraplataalf.pl](http://www.dagmaraplataalf.pl)**



## Workshop 2 Emotional Intelligence & Your Well Being *Kevin Daly*

Even though IQ is considered as a vital element of success, another element, the ability to successfully deal with people and one's work environment is just as important for individual and team performance – especially within the hospitality industry. This element is Emotional Intelligence, which relates to the skill how we perform in social situations, how we deal with pressure and expectations of our surroundings.

This course focuses on building skills in 4 core elements of Emotional Intelligence specifically connected to Well Being: Self – Regard, Optimism, Interpersonal Relationships and Self – Actualisation. Course participants will walk away with strategies for action to build well-being.

Kevin Daly is an international training and development specialist with extensive organisational development experience. He holds an MBA in Business and is a qualified administrator of the Myers-Briggs Type Indicator (MBTI),

Neethling Brain Instrument (NBI), Intercultural Development Inventory (IDI), EQ-i 2.0, EQ 360, and the Intercultural Conflict Style Inventory (ICS). He has led hundreds of seminars throughout Europe working together with talents, managers and leaders with a particular focus on communication, intercultural competence, and team development. Born in San Diego, California, he has called Vienna, Austria his home since 1996; he enjoys traveling and particularly likes working with multicultural teams.

**Workshop Trainer: Kevin Daly, BSc, MBA, Managing Partner, Lighthouse Organizational Development [www.lighthouse-od.at](http://www.lighthouse-od.at)**

## Workshop 3 Managing High Conflict Situations & Discussions *Kevin Daly*

Difficult conversations — whether you are telling a key stakeholder the project is delayed or presiding over an unenthusiastic performance review — are an inevitable part of the workplace. How should you prepare for these kinds of discussions? How do you find the right words in the moment? And,

how can you manage the exchange so that it goes as smoothly as possible?

This course focuses on building skills to help you deal better with high conflict people, situations and discussions. Course participants will walk away with a conflict analysis planning toolbox and be able to immediately apply it to current workplace conflicts.

**Workshop Trainer: Kevin Daly, BSc, MBA, Managing Partner, Lighthouse Organizational Development [www.lighthouse-od.at](http://www.lighthouse-od.at)**

## Workshop 4 Managing Successfully Across Cultures *Hani El-Sharkawi*

This training session is designed to prepare the participants for doing business across cultures. It is aimed at offering individuals and an understanding of how cross-cultural dynamics impact them. It aims to equip the participants with the necessary knowledge and skills to work and lead across cultures through a detailed understanding of cultural differences especially in regard to communication and working styles. It is also designed to increase the effectiveness of leaders of multi-cultural teams.

About the trainer: Hani El Sharkawi is the Director of the Sacher School of Excellence, the training academy of the Sacher Hotels. He has many years of experience in executive positions in the international luxury hospitality industry in various cities including Vienna, Paris, Singapore and Vancouver. As the son of an Egyptian father and an Austrian mother, he grew up in a multicultural environment in Alexandria, Egypt. He graduated from High School in the USA, earned a Bachelor degree in Tourism and Hospitality Management from the University of Alexandria and Master degree in intercultural competences from Danube University Krems in Austria. Hani was previously president of AICR Austria and AICR International Counsellor

**Workshop Trainer: Hani El-Sharkawi BSc, MA, Director of the Sacher School of Excellence, Austria [www.sacher.com](http://www.sacher.com)**

## Workshop 5 Mentoring Training Workshop *Nicola Miller (President UK)*

After the successful trial of the AICR UK mentoring programme, we are delighted to offer you the opportunity to join a mentoring training workshop. You will understand how to mentor and how to make the most of this opportunity. This session is a practical guide to mentoring, giving a useful structure, tools and tips to begin or improve your mentoring skills. We have a limited number of places available, so please contact Nicola via [president@aicr.co.uk](mailto:president@aicr.co.uk) to participate in this training workshop.

About the trainer: Nicola's introduction to the industry (and the main reason for me working in hotels now as opposed to becoming a psychologist!) was working as a banqueting casual at The Landmark Hotel. I continued to work there whilst studying psychology at Goldsmiths. My first full time job was at Claridge's working in reservations. Since then, I have worked at Blakes, the Lanesborough and before moving to Hampshire was Front of House Manager at Cliveden in Berkshire for nearly four years. I joined the AICR UK back in 2003 and became a committee member this year.

**Workshop Trainer: Nicola Miller, Rooms Division Manager, Heckfield Place, Hampshire UK. [www.heckfieldplace.com](http://www.heckfieldplace.com)**





## AICR CONGRESS WARSAW 2020

### WEDNESDAY 5TH FEBRUARY 2020

Arrival at Radisson BLU Sobieski Hotel

**David Campbell Trophy Candidates Workshop**

**Workshop 1 - SOCIAL MEDIA MARKETING**

*"Why It Is So Important?" - Dagmara Plata - Alf*

**Workshop 2 - "Emotional Intelligence & Your Well Being"**

*- Kevin Daly*

*Belvedere Restaurant*

**David Campbell Trophy Dinner** for Presidents, Candidates, International Committee, Jury members and Organising Committee,

**Past Presidents Dinner**

### THURSDAY 6TH FEBRUARY 2020

Radisson BLU Sobieski Hotel

**David Campbell Trophy Competition**

**Presidium Meeting**

**Workshop 3**

*"Managing High Conflict Situations & Discussions" by Kevin Daly*

**Workshop 4**

*"Managing Successfully Across Cultures" - Hani El-Sharkawi*

**Workshop 5**

*"Mentoring Training Workshop" - Nicola Miller (President UK)*

**Workshop 6**

*"Social Media Marketing – why it is so important?"  
Dagmara Plata – Alf*

*Welcome dinner at Folk Gospoda*

### FRIDAY 7TH FEBRUARY 2020

Radisson BLU Sobieski Hotel

**Conference and Sponsors' Showcase**

**General Assembly**

**Sabat theatre Dinner and Revue Show**

### SATURDAY 8TH FEBRUARY 2020

Radisson BLU Sobieski Hotel

**Sightseeing Warsaw City Tour**

**Zamoyski Palace**

**Gala dinner** and

**2020 David Campbell Trophy Best Receptionist** of the Year Awards Ceremony - in association with Gold Key Media

### SUNDAY 9TH FEBRUARY 2020

Radisson BLU Sobieski Hotel

**Individual departures**

## AICR Leadership Certification Program

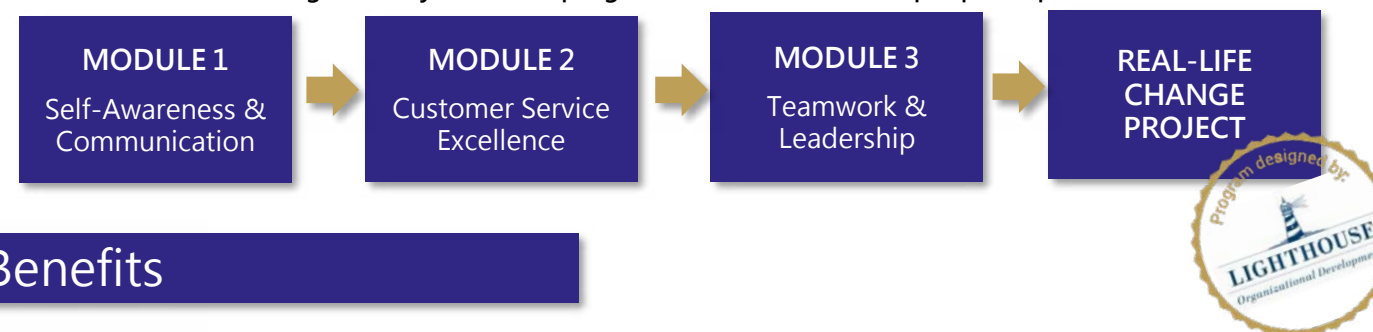
Online learning & development opportunity designed to create a recognizable sign of excellence in Front Office positions and help you advance in your career!



The AICR Leadership Certification (LC) is a 6-month long learning program designed for AICR's members. The LC consists of 3 learning modules including 2 individual, online coaching sessions and a real-life change project.

Each module covers learning topics such as Conflict Resolution, Communication Skills, Customer Service, NLP, Negotiation Skills, Sales, Leadership and Diversity Management via interactive e-learning courses delivered through AICR's dedicated Learning Management System and a 6-hour time commitment per module. AICR will award a fully-paid conference package (excl. travel) to the participant with the best change project.

In addition, AICR will significantly subsidize program costs. Contribution per participant is € 845 incl. VAT.



## Benefits



Learning content by award-winning content providers and carefully hand picked for the AICR



Fully online learning journey allowing you to complete LC curriculum anytime and anywhere, start / pause courses as it fits your work schedule



Individual online coaching focusing on your own, professional development goals and your own Change Project



Use of the Neethling Brain Instrument™ to help you understand your natural strengths and areas for development and tailor your development plan accordingly

## Participant Testimonials

LC classes of '17, '18 and '19 consist of 44 satisfied participants from 13 countries across 3 continents.

*"...I would recommend the leadership certification program to other AICR members."*

*"What I like the most about the program is that all the modules are very interactive and allow you to test your knowledge as you go."*

*"The coaching session was amazing!"*

*"Absolutely, a must have!"*

*"...it is a must for hoteliers."*

## APPLY NOW

If you would like to be part of this outstanding Learning & Development opportunity please send your CV to Doris Schwarz, AICR International Counselor  
[DORIS.SCHWARZ@AICRINTERNATIONAL.ORG](mailto:DORIS.SCHWARZ@AICRINTERNATIONAL.ORG)





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#### Booking with advance payment

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### During the stay

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#### Cash back

This function allows guests to withdraw cash during card transactions.

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### After check-out

#### Express check out

Fees may be charged to the guest's card provided prior consent to charge the account has been given.

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# DEAR AMICALISTS

The International Committee are delighted to have all of our friends together once again for the 27th International Congress, this time in the beautiful and historic city of Warsaw. Marcin Gałązka and his team have worked tirelessly to organise this week for us all to make it a success. It should be noted that Poland only became a section in 2016. To have matured to such a level in a few short years to be able to put together an event like this is remarkable.

Warsaw has an incredible history that competes with many other countries, let alone cities. I trust that the tour available for you on Saturday morning will outline this better than I ever could – we did this as a committee in the summer and were blown away by the experience. Moreover, Poland has given us some of the world's most brilliant minds, including Frédéric Chopin and Marie Curie (yes – not French as some would have us believe!). The symbol of this city is the Syrenka Warszawska (The Mermaid of Warsaw). Legend tells us that the mermaid decided to stay after stopping on a riverbank near the Old Town. Fishermen noticed something was creating waves, tangling nets, and releasing their fish. They planned to trap the animal, then heard her singing and fell in love. A rich merchant trapped and imprisoned the mermaid. Hearing her cries, the fishermen rescued her. Ever since the mermaid, armed with a sword and a shield, has been ready to help protect the city and its residents. When thinking about these tales and famous characters, I came to reflect on the AICR and all of the amicalists. These truths and stories have made history and left a mark in their own way. Now, we have a group of hoteliers and friends who will each leave their positive imprint for future generations in some form or another. More importantly, you are the “mermaids” in charge of protecting our great association for years to come. Instead of swords and a shield, you have passion and friendship – these are all the tools needed to keep our amicale moving forward.

This year has been another whirlwind for the world and for the AICR. The International Committee and section Presidents have spent their days organising, planning and undertaking duties to serve the members. We have had great successes with the continued growth of the Leadership Certificate and we are grateful for all of your contributions to make this work. This is a great

initiative and is building the steps for us to gain recognition internationally and also to provide education for our future leaders. In addition to this, I am delighted to confirm that Belgium and Indonesia have risen once again and we hope to have them join the next congress. Please join me in giving them a warm welcome back to the family! The committee continue to chase leads in Ireland, Canada, USA and many other locations – here is hoping we have more positive news to share on this front. On a sadder note, this was the year that we lost our dear friend and true inspiration Terry Johnston. Terry helped make this association what it is today and his humour and encouragement touched many people over the years. We are forever indebted for Terry's passion and all he has done for us.

As we look to the year ahead, I would just like to thank Lilly, Duncan, Doris, Egidio, Arian and Olivier – your International Committee. Through thick and thin, they toll without rest and make sacrifices in their personal lives to undertake their duties to the AICR. Last year, I wrote about 2019 being the year of continued consolidation. As always, destiny had other plans for us, and we have faced many challenges and uncertainties. These still remain, however, that the only certainty I can be sure of is that this association will grow as the passion of the members grows. We have a shared cause here and that is to develop a professional network of friends. To do this, the committee need your support, your engagement and your passion. My personal provision of encouragement will be from the side-lines rather than the forefront, as I am stepping aside to make way for a successor. This was an incredibly difficult decision to make, but eased by the knowledge that I hope to return in some form the future. Whilst I am saddened by this change, I take solace in a quote from JF Kennedy: “Change is the law of life. And those who look only to the past or present are certain to miss the future.”

Amicalists, thank you for another successful year and your friendship. The AICR is such a worthy association – you should all be proud of what you have done to create this. The committee are honoured to serve you and look forward to 2020, and many more moments with you all.

*Oliver Milne-Watson*  
International President



# Amicale Internationale des Sous-directeurs et Chefs de Réception des Grand Hôtels

**International President**  
*Oliver Milne-Watson*  
London, United Kingdom

**International Vice-President**  
*Arian Röhrle*  
AICR President Germany  
Rooms Division Manager  
Mandarin Oriental,  
Munich, Germany

**International Secretary**  
*Lilly Freudmayer*  
Operations Manager  
FORM Hotel Dubai, A Member  
of Design Hotels  
Dubai, United Arab Emirates

**International Treasurer**  
*Duncan Couper*  
Assistant Clerk  
Worshipful Company  
of Farmers,  
London, United Kingdom

**Educational Secretary**  
*Doris Schwarz*  
Executive Experience Manager  
Sacher Hotel  
Vienna, Austria

**International Chief Judge**  
**David Campbell Trophy**  
**International Network Developer**  
*Egidio Marcato*  
Coach (Reception) Switzerland  
World Skills  
Switzerland

**International Counsellor**  
*Olivier Bigot*  
General Manager  
Dolce by Wyndham Versailles,  
Versailles, France

## Terry Johnston RIP



*It was with great sadness to announce the passing of Terry Johnston in June 2019. Terry was a larger than life character whose strength of power created AICR New Zealand in 2005 and was a valuable member of the AICR International Committee.*

*The International Committee will pay tribute to Terry at the upcoming Congress In Warsaw in February 2020.*

*Our heartfelt thoughts to Glenis and family and friends.*





# LONDON 2019 CONGRESS































# DAVID CAMPBELL TROPHY

in association with GoldKeyMedia

## 2020 FINALISTS



**Nikola Farkas**  
Hotel Sacher Wien



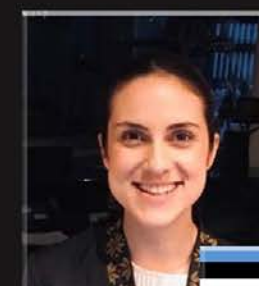
**Debotri Chaudhuri**  
InterContinental Adelaide



**Sarah Serisser**  
President Wilson Geneva



**Erika Natalini**  
Hotel Café Royal London



**Anna Klas**  
Hilton Tallinn Park



**Sascha Haiss**  
Brenner's Park Hotel & SPA



**Giulia Erario**  
Domidea Hotel Rome



**Silvia Díaz Velasco**  
Meliá Castilla Hotel Madrid



**Mohamed Azmi Idris**  
Four Seasons Singapore



**Doriane Barillé**  
Terre Blanche Hotel Tourrettes



**Anastassyia Kim**  
Fairmont The Palm Dubai



**Karolina Bolek**  
The Bridge Wrocław MGallery



**Salina Nashashibi**  
Sheraton Grand Doha



**Maude Pretre**  
Shangri-La Hotel Paris



**Lenka Dubinska**  
Mandarin Oriental Prague



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## Celebrating 20 years of AICR and David Campbell Trophy 1999-2019

**Educator, Mentor,  
consultant in Hospitality  
Business education and Training.**

Congratulations to Kerstin Oelckers for a very special milestone as we celebrate 20 years of her services, friendship and dedication to AICR. Kerstin's professional background is hospitality business operations, management, education, training, consultancy and project work. Kerstin became an international honorary AICR member in 2014.

Being introduced to AICR International in 1995 Kerstin took part in her first international competition in 1999 in Singapore. From 2002 Kerstin was a member of the international jury panel for the David Campbell Trophy. During the presidency of Alphonso D'Conciecao she accepted the role of International Chief Judge, which she continued until 2014 inclusive. Kerstin also took on the role of Chief Judge for the first Australian AICR section in 2008 & 2009 and resumed that role when re-joining the renewed AICR Australia section in 2016.

Looking back on her very early AICR impressions Kerstin valued its focus on true five star, international service and application to business. From those first impressions Kerstin particularly remembers Jane Renton & David Cowdery who truly embodied these principles leaving long-lasting impressions. Reflecting on her overall involvement with AICR Kerstin expressed pleasure of having served with four inspirational international presidents, Klaus Kabelitz, Michael J Stenner, Alphonso D'Conciecao and Darin Davies. Equally she was delighted to work with three inspirational Australian presidents, Steven West, Sevag Keroghlian and Leon Yogaraj. Kerstin considers it a privilege to work and collaborate with a wide range of like-minded professionals (too many to mention!) in the pursuit of quality. She is also full of admiration for all the candidates who compete. It is not only the candidates who learn from the competition – jury panel members and role-play actors benefit equally and are often left in awe by candidates.

**We congratulate Kerstin on this milestone and celebrate her continued services and dedication to the AICR!**



# MIDYEAR INTERNATIONAL

## WARSAW

July / 26th to 28th  
2019

## Committee meeting in Warsaw

The International Committee had a very constructive meeting about the 2020 Congress. We also had the chance to socialise with the Polish AICR members thanks to Marcin Galaska

As a committee, we strongly believe that there is a need to rely on stronger sections with effective action plans; this is the only way we can reach our ambitions. Membership growth is key, providing that we, as an association we provide a very dynamic network. There is a need to relook at our standard operating process.

## Main topic of the agenda

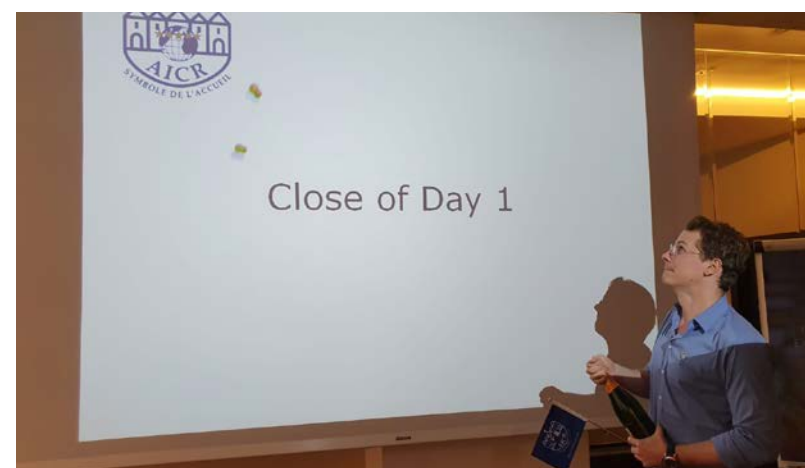
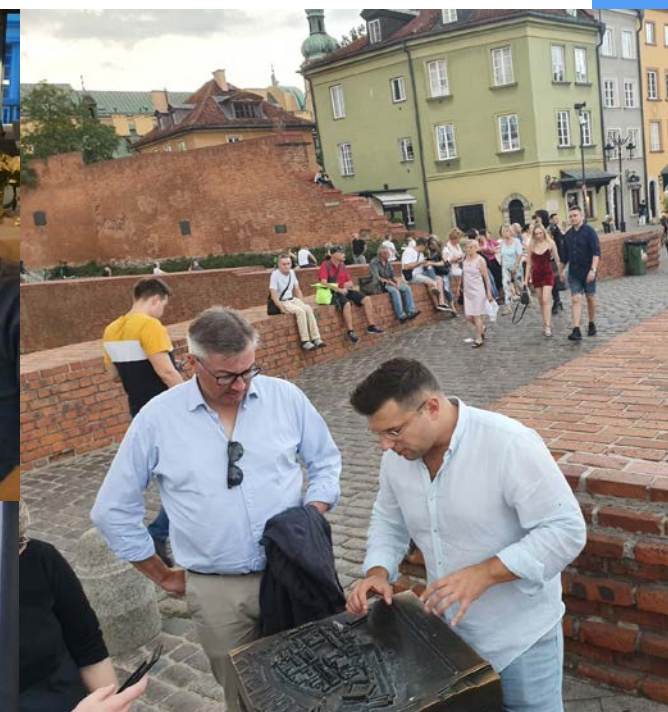
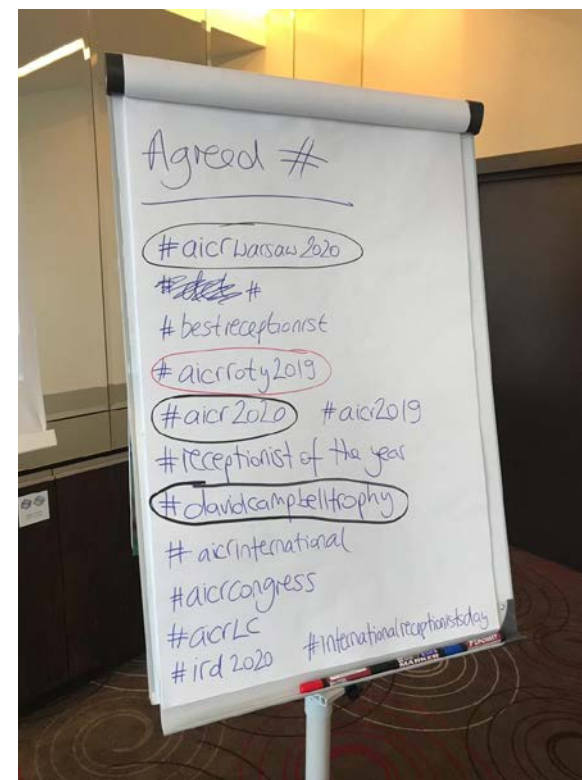
- / Membership growth
- / Sections reviews
- / International memberships
- / New section development
- / International committee succession plan
- / Leadership certification programme and its constant development
- / Websites reviews and updates

	2018 Total members Mid Year
<i>Australia</i>	16
<i>Austria</i>	54
<i>Cote d'Azur</i>	45
<i>Czech Republic</i>	30
<i>Estonia</i>	27
<i>Germany</i>	74
<i>Italy</i>	32
<i>New Zealand</i>	5
<i>Qatar</i>	39
<i>Paris</i>	71
<i>Poland</i>	29
<i>Singapore</i>	146
<i>Spain</i>	15
<i>Switzerland</i>	178
<i>UAE</i>	57
<i>UK</i>	202
<i>Int. Member</i>	1
<b>Total</b>	<b>1021</b>





# MIDYEAR INTERNATIONAL





# Housekeeping made easy!



Even when HARRY POTTER is about to check-in.

← Housekeeping  
05.02.2020

12

Room # 9¾

checkin

VIP

moviestar

wizard

Checkin · ETA

5th Feb · 11 am

Checkout · ETD

9th Feb · 6 pm

Guest

Harry Potter

show more ▾

Cleaning Checklist

☒ Place Bertie Bott's Beans on the pillows

Done

☐ Fill up the minibar with butter beer

In progress

☐ Place daily prophet on desk

Open

Comment...



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# HOTEL RECEPTION



## A new skill in the Worldskills Competition

In 2018, Worldskills France approached the AICR Paris during the local David Campbell Trophy looking for a coach and a competitor to represent France in a newly introduced skill: hotel reception. The WorldSkills 2019 Competition in Kazan Russia would see for the first time, young receptionists from 16 different countries compete for the gold medal. Worldskills vision is simple: skills change lives.

For me, who on a whim picked a hospitality vocational school at 15 because I was falling behind, this motto resonated as my personal story. It was no surprise then that I volunteered and was luckily selected as the French Expert in that skill.

So, what is Worldskills, what is an Expert and why you should take an interest?

WorldSkills International was founded in the 1940s in Spain. It emerged from a desire to create new employment opportunities for young people in some countries that were devastated by the Second World War. In 2019, more than 1,350 Competitors from 63 countries and regions competed at the 45th competition. What makes this competition unique is the fact that all skills compete at the same time in the same place, very much like the Olympic Games. There is an opening ceremony, a closing ceremony, and... supporters! The competition opens to visitors acting like a colossal skill exhibition so people from all places can come, discover skills and find a vocation.

Competitors must be under 23 years old to compete. But it is a long journey to the top. In France, the competition first starts locally, resembling a lot like the Receptionist of the Year: two guest situations and some back-office tasks. Winners then move up to the national championship, joins the country team and

starts training for the Worldskills. Professional training, of course, but also physical. Very much like high-level athletes, they must acquire a competition mindset with the endurance and the resilience needed to perform at their best during the four days of the Worldskills competition.

In Russia, over four days, the receptionist competitors had to handle 32 "two guests" situations (that's 64 guests!) and over 10 hours of back-office tasks. Thankfully, they're not alone; they have their compatriot expert. The expert is a professional with proven experience in the industry. Before the competition, he/she is a coach. They train their competitor for months, in some countries for years. They must pass on the knowledge and the skills the young talent will need to win the gold medal. During the competition, the expert becomes a member jury obeying the values of Worldskills: fairness, integrity and transparency. They will have to learn and understand the marking scheme, the rules of the competition and the code of ethics.

For our skill to be present at a World-class level competition is both fantastic news and a great achievement. Today, we face an unprecedented shortage of staff in the industry. New generations are not as interested in what the industry has to offer; they only see the downsides. They do not realise hotel reception is about the unique ability for a host to build a relationship with a guest. It is human. Computers are a tool you can learn; you cannot learn small talk. Technology allows you to check-in online, but it cannot make you feel welcome. Worldskills gives us the right platform to show the World the meaning behind the word "Welcome".



**Bruno Lanvin**  
Chef de Réception Hotel Le Cinq Codet Paris  
Worldskills Skill Competition Manager  
Shanghai 2021



# AUSTRALIA

Over the past two years Leon Yogaraj and Sevag Keroghlian have worked together to build closer relationships with Australian Hotels Association & Tourism Accommodation Australia, where in affiliation they have followed AICR's best practices in finding ACT (Canberra) & VIC (Melbourne) States Best Receptionists and the winners of Front Office receptionist were announced on the Tourism Accommodation Excellence Awards night where over 500 attendees celebrated the industry's achievements.

**We have continued a great relationship with our partners, International College of Hotel Management (ICHM) Adelaide & William Angliss Hotel School.**

TAA Accommodation Excellence Awards night at Grand Hyatt Melbourne



Site visit from William Angliss Hotel School students to Crown Towers Melbourne

We have introduced our Receptionist of the year Gala dinner where we present the awards to celebrating the success of the hard working receptionists.

We have recently elected our new committee and it is with great pleasure that we announce Sevag Keroghlian as the new AICR Australia's president. We thank Leon for his time, commitment, dedication and passion for the committee for the past two years. Please meet our new team:

Catherine Stevens (Secretary), Rodrigo Barretto (Treasurer), Victor Chan (Social Media & Communication), Luke Bunting (Junior Memberships), Bianca Murphy (Sponsorships & Partnerships), Kerstin Oelckers (National Chief Judge & Counsellor), Fabiola Perez (NSW State Representative), Catherine de la Rocha (NSW State Memberships), Sophie Kinloch (SA State Representative), Suzy Harmer (SA State Memberships).

## Our vision & aim for the next two years:

### / VISION

**A professional platform for all Hoteliers to inspire, empower and create exceptional experiences for all our guests.**

### / AIM

**We endeavour to work together across ALL hotel brands; to encourage members to exchange innovative ideas for creating stronger service culture; and to foster development for future front-of-house professionals.**

2019 was a great year for AICR Australia as new brands continued to arrive into our shores with new Hotel openings broadening our relationships within the industry.

For the 2019 AICR Receptionist of the year, Crown Metropol Melbourne held the state competition for Victoria and South Australia (20th July). The Realm Hotel Canberra also held a state competition for ACT and New South Wales (16th June). In total, 16 fantastic receptionists competed, where the top 3 Best Receptionists were chosen to represent their Hotels and states for the National Competition which was held at the Hyatt Canberra on the 5th October 2019.

At the elegant Gala dinner held at the beautiful Hyatt Hotel Canberra, it was an evening of sharing passion for the industry and to

celebrate the competitors on their efforts. A humorous video of the candidates showcasing their hotels was shown on the night as well as a warm pre-recorded message was played from the AICR International President, Oliver Milne-Watson. A fundraiser auction was also led by Leon to raise money in order to assist the winner to represent AICR Australia in Warsaw and for the chance to win the 2020 David Campbell Trophy in association with Gold Key Media.

Our goals for 2020 are to expand AICR memberships within Australia. We will continue to grow by working closely together, sharing the passion that we have for the industry and by keeping the spirit of Amicale alive, **we love to inspire all hoteliers to become part of the AICR family!**

Judges and Actors at the National AICR Receptionist of the year competition hosted at the Hyatt Hotel Canberra on 5th October 2019



ICHM Adelaide lecturers as actors Sophie Kinloch & Suzy Harmer with Sevag Keroghlian at the National AICR Receptionist of the year competition

< National 2019 AICR Receptionist of the year competition Top 3



Dee Chaudhuri from Intercontinental Adelaide winner of National AICR Receptionist of the year competition 2019 with Trophy  
Left photo taken with Sevag Keroghlian AICR Australia President and Right Photo taken with Catherine Stevens AICR Australia Secretary



Left photo taken with Ella 2nd Runner up from Hotel Realm Canberra with Kerstin Oelckers AICR Australia Chief Judge and Right Photo taken with Diana 1st Runner up from Crown Towers Hotel Melbourne with Kathryn Carling Little National & Brassey Hotels General Manager

< National 2019 AICR Receptionist of the year competition finalists



# WHY THE HUMAN TOUCH IS VITAL TO TRAINING YOUR STAFF!

BY  
**DOUG KENNEDY**  
ACCOMNEWS  
AUSTRALIA



**Much of the attention paid to online learning for staff loses sight of the human experience that hoteliers strive to give their guests.**

In the ever-competitive world of hotel branding, CEO-level leaders continue to look for ways to differentiate their brands. Yet as soon as an innovative amenity, new loyalty program feature or web widget is launched, other brands catch up.

In recent years, it seems the focus has turned back to personalisation of guest experiences as a differentiator. Yet, the focus seems to be mostly on personalisation through systems, data-mining, automation and artificial intelligence. It seems to me that too many hoteliers have lost focus on the fact that we are in the human travel experience business, not the room rental business. The corporate level obsession with automation over human engagement has spilled over even to the training and development divisions. Based on my observations, most brand-sponsored training is now delivered via online learning. I guess this is partly driven by economics, as the perception is these mediums cut costs and save time. But I suspect another major driver is that leaders believe this is the best way to reach today's hotel workers. More than once, I have personally heard corporate-level learning and development people say: "We need to dummy-down the training into soundbites" or "those millennials have short attention spans ..." or "we need to do it in a smartphone app so people will actually use it."

Now don't get me wrong, I still am and always have been a huge advocate for eLearning, online and remote training. I continue to embrace online training and will continue to innovate with remote training methodology as emerging technologies enable us to do so. That being said, I think it is a huge mistake that too many hotel brands have moved almost entirely away from offering any traditional training for the majority of their colleagues. Oh sure, there are still educational break-out sessions at brand conferences, GM and marketing conferences and industry association events. But when it comes down to developing those who have the greatest impact on guest experiences - the front line staff - and developing those who are the future of the industry - the first level supervisors and assistant managers - most brands and management companies are doing little if any traditional workshop-style training.

**From what I see, the only traditional training taking place these days is limited to:**

- / new-hire orientation training;
- / training legally required by regulations (sexual harassment, safe serving of alcohol, food safety); and
- / stand-up/pre-shift meetings that are too often poorly lead by supervisors who have never been exposed to proper training methodologies.

Yes, you can educate someone online, and it may be the best method of teaching systems and processes (such as how to use a property management system, central reservations system or revenue management system), but

it is impossible to inspire and to mentor. It is difficult to teach soft-skills such as sales and hospitality excellence.

That being said, I should recognise the wisdom of the many hoteliers who still highly value traditional training, though they are an increasing minority. It is no coincidence that these hotels, more often than not, are at the top of their game. If you are looking to get your brand, Management Company or individual hotel back in the game of traditional hotel training, here are some tips:

/ Schedule "cluster" training. Most training companies charge per day, not per person. You can split costs with sister hotels in an area or region, thus making it a negligible expense.

/ CEO-level leaders should schedule cluster training on a regular basis, rotating topics and outside trainers to keep it fresh.

/ Individual hoteliers can reach out on their own to the leaders of sister hotels, or work with your brand's regional franchise groups.

/ If not part of a brand, work with leaders of local tourism associations (hotel associations, destination marketing groups, visitor information centres and chambers of commerce).

/ Partner with your competitors. During my training career, I have often seen hoteliers coordinate plans for training with their direct competitors, understanding the old adage that "The rising tide raises all boats."

/ Finally, if you are having a hard time convincing ownership to invest the money, do a simple return on investment (ROI) study. For sales training, calculate the value of just one new sale, and divide the total investment by this number so show how even a small bump in conversions generates an ROI many times over. Similarly, for hospitality-related training, calculate the average revenue spend per guest, divide the investment by that number, and then ask:

/ What is the cost if we lose a repeat booking when service falls short?

/ What is the benefit when we gain a new booking from a referral or social media posting?

/ How many potential guests will read a guest review? How much do we currently pay for "pay-per-click" search engine optimisation?

Written by **Doug Kennedy**  
extracted from [www.accomnews.com.au](http://www.accomnews.com.au)



# AUSTRIA

## CREATING REMARKABLE EXPERIENCES

**M**ountains, horse carriage, Kaiserschmarrn and Schnitzel – things that are in everybody's mind when thinking of Austria and what we are very proud of.

Together with our members and friends, the AICR Austria experienced a great year 2019 with plenty events, great locations and shared insider wisdom. The highlights of this year's gatherings were visiting the St. Martins Spa in Burgenland inclusive dinner, overnight and breakfast, a tour through Vienna on Segways and our big summer party next to the Danube River.

The national receptionist of the year competition took place at the famous Grand Hotel Vienna in November 2019. 2nd runner-up Tamara Pruntsch from The Ritz Carlton Vienna, 1st runner-up Sophia Schaller from Steigenberger Hotel Herrenhof Wien and our national winner is Nikola Farkas from Hotel Sacher Wien.

During our role-play our candidates had to deal with Mr. Plisketti (Andreas Plischke-Delabro) who is a famous opera singer and with Mr. Etian (Etienne Gruber) a well-known blogger from France. We were so proud of our talented receptionists who were able to easily soothe our stressed actors.

Without question all our events would be impossible to arrange and all our efforts much harder, without the strong relationship in-between our AICR members and our sponsors. Therefore, I would like to thank our friends from WGSM GmbH, Hotelkit, Winiwarter Winery, Szigeti sparkling wine, Coca Cola, Gin 1404, KFP Conference Service and finally Gold Key Media Germany.

Did you ever plan to visit Austria or enjoy a relaxing weekend in Vienna? The national committee of the AICR Austria and all members are more than happy to arrange special accommodation rates for you and make sure that your stay will be an unforgettable one – just drop us an e-mail [president@aicr.at](mailto:president@aicr.at) and we would be more than happy to assist.





# CÔTE D'AZUR

## SUNNY REGARDS FROM AICR CÔTE D'AZUR !

Meeting at Le Mas de Pierre  
St Paul de Vence with  
Hotelcareer presentation



We are delighted to welcome new members such as le Mas de Pierre and Mercure Villeneuve-Loubet, where we have had the pleasure to host some of our events this year.

Our major event was the local David Campbell Trophy Competition on 15th November 2019 in Lucien Barriere's hotels of Cannes. Our jury awarded Doriane Barillé the winner from 9 candidates. Doriane is representing the Terre Blanche Hotel Spa & Golf Resort in Fayence and she will have the mission to represent our section in Warsaw in the 2020 David Campbell Trophy in association with Gold Key Media. She will also have the opportunity to join the AICR Leadership Certification Programme.

This year, in an effort to be in tune with the International Competition, we have decided to add a written exam before the questions and role playing. As it was the first attempt, these results were not taken into account with the general scores. Searching for a motivational speech towards new members and their teams, we decided to launch interviews with former local winners to have their feedback on the experience they had and how it affected them and their careers.

The challenge for 2020 will be to have, of course, additional members, which is the reason why we have nominated a committee member dedicated to that mission.

We are always willing to get our Amicale famous through social medias integrated in the professional environment such as Facebook, Instagram and LinkedIn on which we try to find the potential member hotels and send them the AICR Côte d'Azur presentation.

We will consider ourselves satisfied when AICR will be recognised for what it is, which is the best amicale amongst hospitality specialists! Thank you to our dedicated sponsors and amicalists, as well as this year's candidates, juries and hosts. All in all, thank you to our guest loving friends for their commitment and "joie de vivre"!



Under the stars at Mercure Villeneuve Loubet



Gala Dinner November 15 th 2019 Hotel Gray d'Albion Cannes



Summer evening at La Voile d'Or St Jean Cap Ferrat



Doriane Barillé, our 2019-2020 winner from  
Terre Blanche hotel Spa Golf Resort



Our candidates 2019-2020



Our committee members!



# CZECH REPUBLIC

## DURING 2019

In year 2018 our professional association celebrated 25 years since its foundation. On the occasion of this anniversary we organised an event for those who were members of this association over the years. We also held a badminton tournament, which enjoyed a lot of participation, with Václav Vitek, a former AICR international president, also present at this celebration, again attended by a number of former and current members of the association.

The city of Prague had a wonderful year during 2019. It cannot complain about lack of interest in tourism and became the seventh most visited city in Europe and for the first time in history more than 8 million visitors visited Prague. The airport is expanding as a result with new hotels are being built. Yet hoteliers continue to have challenges, with such a highly competitive hotel industry, it is not possible to significantly increase the average rates. Even though, there is a partial increase, hotels in specific categories are cheaper than in other Western cities, although the quality of service and mostly renovated or new hotels can easily compete with all major European and world hotels.

Today, tourism in the Czech Republic is an important sector, which represents more than 3% of GDP. Let us therefore believe that we will be able to attract young and qualified people into our profession again. This is also the direction of our national section and in our activities we managed to involve our young receptionists from previous years Kateřina Chocholoušová and Denisa Push. We were delighted that Kateřina Chocholousova became Vice President of our association in the October elections.

There are currently 28 paying members of the association. Recent properties to be in discussions with AICR include the Mandarin Oriental Praha, Holiday Inn Prague Congress Center, Four Seasons, Le Palais Art Hotel Prague and Bookassist Company.





**2019** has been a year of changes to AICR Estonia. In March we selected our new committee to refresh ideas and enthusiasm to our association. Our new President is Kairi Jürisson who joined the association in 2017 and was a secretary of AICR Estonia in 2018. Also, in the committee we have Elvis Jermann who works at Radisson Blu Sky Hotel in Tallinn and has been a member since 2014. And our second secretary is our Estonian Receptionist of the year 2018 winner Rauno Pöld. This shows that you can achieve a lot when you are willing to put in the hard work.

As Estonia is small, one of our objectives was to broaden our reach in our country and add new members from other cities also beside our beautiful capital Tallinn. Our idea was fruitful, and we have 2 new members from Tartu, which is second largest city in Estonia. The other objective was to enhance our interaction between our members with social events. In May we had a small “mix n` mingle” event in Tallinn, where we were able to meet new members and catch up with old acquaintances. We had great attendance and there we had an idea to our second upcoming event also. As Estonia has more than 2200 islands we arranged had a daytrip to the one of them - island Prangli. This took place in beginning of August where everybody had a chance to take a breather from busy summer. It was great getaway and it was good to see that our members took a day to spend time together.

As Tallinn is rapidly changing and with that new hotels are rising as fast as mushrooms growing after the rainy day then in October we had a hotel inspection tour, seeing newly renovated hotels and one of the new arrivals ibis Tallinn Center Hotel where we had also a meeting regarding our upcoming ROTY event. There we were able to give good news to our members that luckily this year we will have a sponsor for our event – SIXT car rental. This is a big win for us as this was the first time for us to have a sponsor and that meant we could organise a more exciting competition for our candidates.

And that is what we did. Our national AICR Receptionist of the Year competition was held on 28.-29th October in Radisson Blu Sky Hotel in Tallinn and the attendance was surprisingly high with 16 wonderful young aspiring hoteliers. On the first day of the event we were able to give a little back to our candidates in the form of training course in communicating with media and body language. This was a big success and the first day also meant that candidates were able to get to know each other and build friendships. This year's winner is Anna Klas from Hilton Tallinn Park. Before the event she had been working as a receptionist merely 6 months, but she showed great poise in stressful situation and great people skills. We wish her strong nerves in Warsaw for the 2020 David Campbell Trophy – in association with Gold Key Media.

It has been great year for AICR Estonia and hopefully year 2020 will be even more successful.





# GERMANY

## GERMAN SECTION UPDATE



This was followed up by a variety of interesting regional events: AICR Germany enjoyed a Bavarian tapas restaurant in Munich in March with successful recruitment of new and dynamic members, followed by the Annual General Meeting in Frankfurt in July. AICR Germany enjoyed wonderful events and fruitful meetings at the Radisson Blu Frankfurt and Rocco Forte Villa Kennedy and elected the new President. Arian Roehrle (Mandarin Oriental Munich) took over Miriam Ziemer after 4 years in this role. Thank you Miriam for your leadership of the section.

It has been an exciting year for AICR Germany. The year begun with a big success and Marcel Siriwardena's 1st runner up placement in the 2019 David Campbell Trophy – in association with Gold Key Media. This talented 21-year-old and representative of Mandarin Oriental Munich did us so proud, since it was the biggest success for the German section in 24 years!



In October, Eike Gethmann (member of the German AICR committee) opened the doors of his Fährhaus Koblenz for a Junior Event, which again increased the number of new and fresh AICR members from the Rhine region, whilst the AICR members in Munich enjoyed an evening at Hotel Vier Jahreszeiten Kempinski Munich, followed by a variety show hosted by GOP Variété.



AICR Germany are proud of Thilo Riemann, Alex Sichwardt and Markus Berghofen, who can call themselves certified leaders after finishing their AICR Leadership Certification studies, and we already found our scholarship candidate for next year's LC in Lina-Marie Buß (Mandarin Oriental Munich).



We wish Sascha the best of luck for the 2020 David Campbell Trophy – in association with Gold Key Media, and we look forward to an exciting year ahead, including spectacular events at Europapark Rust and Brenner's Park-Hotel & SPA, as well as other interesting projects and an expanding AICR network.

## WATCH OUT, DEAR AMICALISTS!



This year, AICR Germany had the highest amount of candidates for the Receptionist of the Year competition ever, which started with a video application in September, and ended with a glorious weekend at Seehotel Schlierseer Hof in Schliersee and Mandarin Oriental Munich, where the winner, Sascha Haiss (Brenner's Park-Hotel & SPA) was awarded as the winner.





# AICR GERMANY SOCIAL MEDIA BLAST



**F** For this year's competition of the German 'AICR Receptionist of the Year 2019', AICR Germany initiated a partnership with Janina Hager. Janina Hager (@janihager) is known as a social media influencer, accumulating 41,000 followers on Instagram. The majority of her followers are between 18 and 24 years old. With her postings and stories, Janina created awareness of our beloved hospitality industry and the role and responsibilities as a front office receptionist in a hotel environment and promoted the idea amongst her followers to join our wonderful industry.

The partnership between AICR Germany and Janina Hager was very successful, resulting in the following figures: 113,555 impressions on her story and 303 clicks on @aicrdeutschland in less than 24 hours!

# NEW ZEALAND

**A** ICR New Zealand started the year strong with our 2018 Terry Johnston Award winner Carmen Leong and NZ President David Latu making the lengthy, however worthwhile, trip to the United Kingdom for the 2019 AICR International Congress. Here we were treated to fantastic learning experiences, networking opportunities and further debate on how the hospitality industry will fare with the rapid technological advances occurring so far. The gala dinner and David Campbell Trophy Award Ceremony proved to be a memorable event in which the New Zealand contingent included AICR NZ Honorary member Terry Johnston and Glenis Tricklebank. The 2019 David Campbell Trophy in association with Gold Key Media was a hotly contested competition and a very big congratulations to Estelle Niveau for winning the overall award.

At our recent Tourism Industry Hotel Awards, we had a successful night with AICR NZ member Kevin Dias winning the Front Office Services Employee of the Year. Kevin is from the Sudima Auckland Airport and has also recently been promoted to Executive Assistant Manager for the same property. Other notable winners were long time AICR NZ supporters Paul Columbus (General Manager, Novotel Auckland Airport) for Senior Hotel Executive of the Year, Ella Blake (Assistant Hotel Manager Bolton Hotels Wellington) for Technology Employee of the Year and Jeremy Healy (General Manager, Sofitel Viaduct Harbour) for General Manager for the Year. Congratulations to you all for your great achievements.

AICR New Zealand as well as the AICR international community suffered a tremendous loss this year with the untimely passing of our founding member Terry Johnston. He was best known for his ever-impressive shoe collection and for those who had the pleasure of knowing Terry he would be best described as a larger than life character, whom was often the life of any event. For many years Terry had a passion for hospitality where he worked, taught and mentored throughout his career. His work to create and nurture Amicale in our country was instrumental in forming AICR New Zealand as well as hosting a successful International Congress in Christchurch New Zealand in 2011.

Terry, you will never be forgotten, and your legacy will forever live on, rest in eternal peace my friend, Okioki i runga te aroha ora tonu te tino hoa.





# NEW ZEALAND





## WELCOME BACK TO AICR INDONESIA



**A**s you will be aware the International Committee are delighted to welcome back the Hotel Front Liners Association into the AICR International family as AICR Indonesia.

The committee of the HFLA led by Endy Hernawan, Resort Manager of the Adiwana Ayra Villas & Amatata Ayra Ubud are thrilled to return; unfortunately, due to logistics, the decision was to not participate to the 2020 David Campbell Trophy - in association with Gold Key Media in Warsaw. The current holder of the Indonesian Receptionist of Year competition is Ida Ayu Dinda Intening Anraghani who works at the One Legian Bali. Indonesia will return to the competition in Qatar.

We look forward to developing our relationship with the HFLA to return in greater numbers in Qatar in 2021.





**A**ICR Italy had activities that have given good results in terms of growth and rejuvenation of our section.

We undertook a strong campaign on LinkedIn since late 2018 that have resulted with many contacts and new members from different Cities. During our annual General Assembly in March we have welcomed the new recruits with the ceremony of awarding their new AICR pins. We are very proud of these new members that represent the base for the relaunch of our section from 2020.

AICR Italy has also participated to the Hospitality Day held in Rimini on October 9th where we have met with many old and new AICR Friends.

With the aim to give the opportunity to our members to stay updated with the many new Italian fiscal regulations we arranged a workshop in July in Rome about the new Electronic Invoicing System which has been introduced by our national government.

Finally, we had our Best Receptionist of the Year Contest in November where Roberta Rosmino was awarded as our candidate in Warsaw for the 2020 David Campbell Trophy - in association with Gold Key Media. We wish her well!



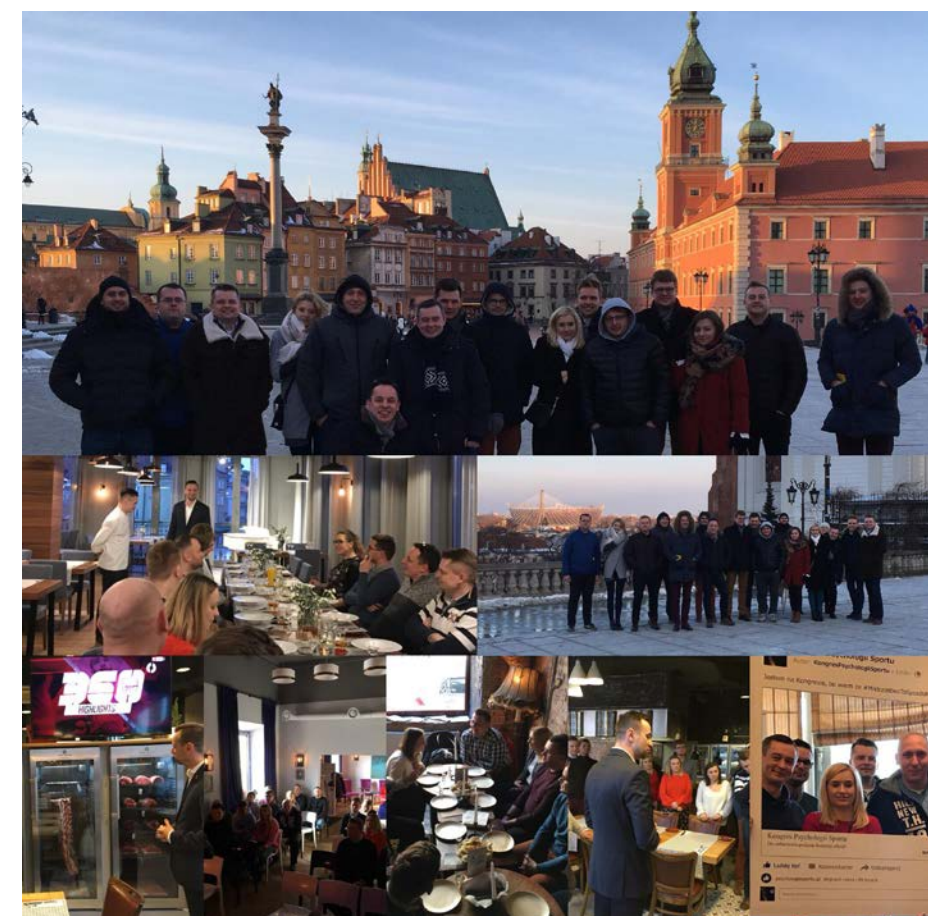
**A**ICR Poland was founded in 2016 and from its early days continues to be very active. Only few months after the section established, it was already associating over a dozen of hotels and shortly after, managed to successfully organise the 1st ROTY competition in Poland with 16 participants. Since then we have gathered information and practices to make sure we would be able to host AICR Congress 2020 in Warsaw.

Year 2019 turned out to be very busy for us – with three 2-day quarterly AICR Polska gatherings, hours of informative training sessions and workshops, co-operation with partners, initiatives and realisations in hosting AICR Congress 2020 and many, many more.

The goal we set for ourselves for 2019 was our members to socialise and network by gathering three times that year. All meetings were hosted in Warsaw in hotels such as: Golden Tulip Warsaw Airport and Radisson Blu Sobieski – where the 2020 Congress will be taking place.

It is worth to mention that our gatherings are not only about fun - during each of the quarterly gatherings, we spend one whole day to develop ourselves – during each of our gatherings, as we always meet over the weekend so the members from different city can meet together. Saturdays are dedicated to our development; we co-operate with number of Learning and Development companies and they always ensure that we learn new things each time we meet. There are two companies we would like to thank - WH Consulting and Sopocka Grupa Innowacyjna. During their training sessions, we learn about building loyalty in hospitality, about how managers should be a good coach and mentor, we also learned about Revenue Management aspects and preopening of new hotels.

First Data, our strategic partner is the company looking after one of the most important aspects of operation of any enterprise – handling credit card transactions,



therefore we are really pleased that their representatives join us during our gatherings to share the most up to date information and whenever needed, they help us out with challenges we have in our day to day work. When speaking about our partners, we have to mention Rafal Jablonski, the owner of VIP Service the company organising limousine transfers and private tours and One Day Tour who is our new partner in 2019, a team of enthusiasts, who launched a company which aims to do create memorable, one-day trips to the most interesting places in Poland. A range of luxury coaches and minibuses together with experienced, friendly, thoughtful and English-speaking guides who make every trip special for the guests of every hotel.

For our local Receptionist of the Year Poland competition. We managed to get 10 receptionists based in different cities who participated in the final which took place in beautiful Warsaw (thanks again to the hospitality of Radisson Blu Sobieski). End of the year is the time of conclusions and making plans. We can say that we are very proud of what we achieved in 2019, we managed to gather 30 members, and in 2020 our goal is to gather 40 members.



# PARIS

## BONJOUR FROM PARIS!



Another fully charged year for our Parisian Amicale with many great events over these past few months, closing off the year with a grand total of 16 events all together. We had the chance to discover some wonderful properties such as the Terrass Hotel known for its roof top with the view over Paris; as well as two of Paris' historical cabarets the Lido and the Paradis Latin. Thank you also to the Galerie Lafayette for organising an escape game in their store.

We also held an evening event fully dedicated to showcasing our sponsors at the Marriott Rive Gauche. A wonderful evening of „sponsor speed-dating” offering our members to learn more about all our sponsors can offer us.

We were also very pleased to have Bruno Lanvin, AICR member, who was selected as the French expert for the first competition where the Receptionist has been represented at the Worldskills competition in Kazan. (ref to article page 33)

As always, the annual Trophée David Campbell finale for 2019 was a big hit; Le Meurice had the courtesy of welcoming us once again and offered quite a night. The AICR Paris will be proudly represented by our winner, Maude Prêtre from Le Shangri La Paris in Warsaw this February for the 2020 David Campbell International Trophy, in association with Gold Key Media. We can't wait to cheer her on. Maybe we'll have the chance to kick off 2020 as amazingly as we did 2019 with another International winner. Estelle Niveau, from Le Meurice had brought us back the trophy with her victory in London and we would like to thank her once again for her amazing representation of what a „Best Receptionist of the Year” truly is, again bravo Estelle!

Thank you to all our members for their loyalty throughout the years and those who recently joined, thank you to our dear sponsors, for this amazing year! We can't wait to see what next year has in store for us.

**Amicalement,  
AICR Paris**





One of the values within our AICR chapters is to promote longevity of the entry level Front Office staff in our industry, creating an invaluable network where it is possible to exchange best practices, view, information and experiences.

Since November 2015, with the foundation of our AICR Qatar section, we have been able to witness a lot of positive changes and career growths in our AICR members on a management level with promotions, relocations and moves within our own organisation.

Since last year, our AICR Qatar chapter has implemented our AICR Junior session, giving an opportunity for our Receptionist of the Year candidates to be actively part of our association bringing joy and creativity to our family. We have currently reached 37 Junior members (20 candidates from last year to which we extended their AICR Junior participation and 17 this year) and the millennials' presence has impacted our chapter with a fresh and reinvigorated spirit.

We have seen real friendships growing up within our new team members, a spirit of cohesion and supportive, professional relationships among our front desk agents working for different companies in the market but with the same aim of sharing best practices to improve their knowledge and to make a difference in their own departments.



Our AICR Qatar Juniors' events is a real confirmation that our future is in the hands of these new, young leaders. It is a pleasure to see how they get to know each other, how they create meaningful moments, how they build their own conversations about the situation in the market or how to boost their hotel's productivity and image. Indeed, it was a pleasure to see them growing and to gain higher responsibilities and positions - just have a look at a few successful stories over the last past year:

/Pamela Munzala – AICR Qatar ROTY 2018 winner and 2nd runner up globally who moved to Dubai from Hiton Doha to join Waldorf Astoria the Palm.

/Joera Kitane – AICR Qatar ROTY 2019 winner who moved to W Muscat as Supervisor from Marriott Marquis City Center Doha

/Neli Krautsova – recently moved to Pullman Doha the City as Front Desk Supervisor

/Hamdi Khadroui – Recently promoted as Front Desk Supervisor at the Torch Doha

/Nazeem Naheem – Front Desk Supervisor at Mandarin Oriental

/Steve Biko Okoth – Supervisor at Time Rako

/Melissa Gregorio – Duty Manager at Kempinski Marsa Malaz

/Omar Assoukti – one of the last ROTY 2019 candidates, who recently has been promoted as Supervisor at Alwadi MGallery.



It is definitely our wish, as Managers, to guide them to become the professional leaders of our future generations and to see in them glowing curiosity, passion and talents in our hotel industry on a daily basis. As Walt Disney once said, "All our dreams can come true, if we have the courage to pursue them". Be always courageous and curious as curiosity keeps leading us down new paths. This is the wish from your AICR Qatar family to all our Juniors for fantastic careers ahead – more and more to come. We love to see you shining.





# SINGAPORE

## 2019 HIGHLIGHTS

As with previous years, the AICR Singapore Section (also known as the Association of Rooms Division Executives, Singapore) had a busy 2019.

Of the over 20 events, two were organised just for the association's junior members.

These events ranged from training workshops to hotel visits to social lunches and dinners, and a members' bonding trip to Thailand. There was definitely an event suited for every member.

This year is election year for the AICR Singapore. Voting for the key office bearers were carried out during the Annual General Meeting on 25 April at Hotel Jen Tanglin.

The 2 anchor events were undoubtedly the AICR Receptionist of the Year Competition and the Annual Dinner & Dance during which the winner presenting Singapore at the International Level was announced, as well as the winners of the Singapore Hotel Association Best Department Awards.

## HIGHLIGHTS OF THE ANNUAL GENERAL MEETING



The association has now gone green. The President's presentation slides could be downloaded by scanning the QR code



Madam President Adeline Teoh introduced the AICR Leadership Certification to the members



Bonding starts immediately – on board!



Time to shop – for food.



Sunrise, and it's the 2nd day!

## MEMBERS' BONDING TRIP TO HUA HIN AND BANGKOK THAILAND



Bonding over food.



Yoga may not be everybody's kind of thing; some need more action.



Look who's checking out the service - a hotelier will always to a hotelier.

## INVESTING TIME TO KEEP CURRENT AND RELEVANT



No matter how busy these hoteliers are, they still make time to practise Stephen Covey's 7th habit of 'sharpening the saw'.

The World of Analytics for Hospitality workshop (26 Sep)



## FINALLY, THE HIGHLIGHT OF EACH YEAR: THE AD&D

AND ANNOUNCEMENT OF THE  
WINNER OF THE AICR SINGAPORE  
RECEPTIONIST OF THE YEAR AND  
THE SHA BEST DEPARTMENT  
AWARDS



Checking out Swissotel the Stamford to learn more about technologies applied to enhance the guest experience (15 June)



## HOSTING A VISITING AICR MEMBER FROM AFAR

The EXCO of AICR Singapore was elated to welcome Egidio Marcato from the AICR Swiss section and member of the International Committee to Singapore on 17 May.

A big thank-you to Damian Tan, Hotel Manager of Marina Mandarin for hosting the dinner and the Peach Blossoms Restaurant team for preparing the impressive and award-winning dishes!



## GROOMING TOMORROW'S HOTELIERS THROUGH THE AICR RECEPTIONIST OF THE YEAR COMPETITION



Candidates attended workshops to prepare themselves before the Prelim and Final rounds of the Competition.



The 52 candidates: being selected to represent their hotels, each one of them is already a winner!



The panel of judges and the role players waiting to put the finalists to the test.



The suspense ... which hotel's candidate would bring home the trophy and medal?



... and the SHA Best Department Awards?



Since 2005, AICR Singapore has included CSR in its activities. This year, the door gift for the AD&D is a pretty jar of delicious cookies baked by MINDS (Movement for the Intellectually Disabled of Singapore) for each of the 550 attendees.



The opening number performed by the 15 finalists. If you didn't know, you might have mistaken them as professional dancers!



The guests didn't take long to warm up, or should we say "heat up"? Hey, they are hoteliers! They know how to have fun.



Finally, the long awaited result is out. Drum roll ...

Mr Mohd Azmi from the Four Seasons Hotel. He will represent Singapore or the prestigious 2020 David Campbell Trophy - in association with Gold Key Media - in Warsaw, Poland. Congratulations, Mohd Azmi and the Four Seasons Hotel. Singapore !

Singapore's Receptionist of the Year and winner of the Alcatel-Lucent Enterprise Challenge Trophy is. . .



## SPRING EXCURSION 2019

The Spanish AICR were able to enjoy an unforgettable weekend in Salamanca 24-26 May. With excellent weather we visited the Bull fighting livestock of San Lorenzo and La Ventana del Puerto, where we were received and entertained with a fantastic cured ham and plentiful wine. We enjoyed the city of Salamanca, its Cathedral, its Museums, its Gardens its walks....everything was more that excellent.



## NATIONAL CONGRESS 2019

The Spanish section celebrated their 2019 National Congress in Santiago de Compostela on 1-3 November. Santiago famous for the end of the "Saint James Way" – "Camino de Santiago" it is one of the most important religious and cultural destinations in Europe and was designated a City World Heritage in 1985.

The weather did not accompany us this time, but we not only celebrated our annual Congress, but we were able to tour the City and its Cathedral with its famous "Portico of the Glory". We also visited the Mussel and Oyster sea farms in the Ria Baixas area and dined the excellent Galician cuisine with its fine wines. Santiago is a MUST for all.





## RECRUITING NEW MEMBERS

One of our main points of 2019's action plan consisted in acquiring new AICR members. Thus, potential new AICR members have been invited by our committee to each of our different AICR events throughout Switzerland aiming to promote the AICR family. This is only one among many actions that helped us to increase our total number of members of about 25% in 2019.

## SOCIAL MEDIA

Our main focus of attention lies on improvement of communication through social media. Our communication strategy has been updated in order to allow us publish real time content on our AICR Switzerland Facebook site, enrich our publications with high quality pictures and thus, gain visibility and obtain more interactions ( likes, followers, and reposting ). In 2019 we have reached our goal of 1000 people liking our AICR Switzerland Facebook. Moreover, communication about events has been improved considerably. "Save the date" publications have been posted in advance in order to keep our amicalists up to date.

## HOTEL AND PARTNER OF THE MONTH

In 2019, AICR Switzerland started as well the new communication campaign "Hotel and Partner of the month". Thus, a video portrait was created and published on social media. As our first "hotel of the month" this year, the amazing Beau Rivage Palace was selected in March followed by the stunning hotel InterContinental in Davos. Last but not least, the Leinenweberei Bern, being one of our main partners.





**T**his year AICR UAE had the pleasure of stepping outside the box of our traditional networking events and doing some other activities to actively engage our members. These events included a fitness initiative, social evening and two networking educational events with STR and Les Clefs D'or UAE highlighting EXPO 2020.

## CALENDAR OF EVENTS 2019 AICR UAE

### DECEMBER

Year End Networking Event Waldorf Astoria DIFC

### NOVEMBER

W Dubai the Palm Networking Event

### SEPTEMBER

AICR UAE Receptionist of the Year competition

/ First Round: Media One Hotel

/ Second Round: Palazzo Versace Hotel

/ Third Round: Fairmont Dubai Hotel

/ Announcement Cocktail Reception:  
Renaissance Downtown Dubai Hotel

### AUGUST

ROTY Workshop: Renaissance Downtown  
Dubai Hotel

### AUGUST

AICR UAE & Les Clefs D'or UAE Networking  
Evening with EXPO 2020

### JULY

VOCO Dubai Networking Event

### JUNE

Royal Central Hotel the Palm

### MAY

UEFA Champions League Final Watch Party  
Hilton JBR Resort

### MAY

Movenpick Ibn Battuta Gate Dubai Iftar Dinner

### APRIL

Annual General Assembly Park Hyatt Dubai

### FEBRUARY

AICR UAE Team M1 Run Media 1 Hotel

### FEBRUARY

Networking Event Zabeel House the Greens

## AICR UAE ROTY WINNERS



**ANASTASSIYA KIM**  
**2019 AICR UAE ROTY WINNER**  
**FAIRMONT THE PALM DUBAI**

Anastassiya Kim is a Korean national from Kazakhstan. She graduated with a BA in Hospitality at Taylor's Lakeside University in Malaysia. After completing her graduation, she had the opportunity to complete an internship at Fairmont the Palm Dubai as a royal service agent. Later, this allowed the opportunity to be employed full-time a guest services agent at the hotel.

Anastassiya is currently enjoying her time with Fairmont and ecstatic to represent the UAE this February at Warsaw for the 2020 David Campbell Trophy – in association with Gold Key Media.



**KUDZANAYI CHIGWEDERE**  
**2018 AICR UAE ROTY WINNER**  
**VOCO HOTEL DUBAI - AN IHG HOTEL**

Previously was a true food and beverage person at heart, the excitement of travel and testing out her well defined people skills brought her to her journey in Dubai as a receptionist. Kudzanayi was able to conquer the Receptionist of the Year UAE Competition in 2018; and represent UAE on an international level at the 2019 Congress in London. In the beginning of Q3 2019, Kudzanayi was promoted for her due diligence and hardworking ethics to Front Office Supervisor at voco Dubai an IHG Hotel.

**O**ur Vice President Joachim Jacimowitsch currently Rooms Division Manager at Raffles Dubai who will be finishing up his AICR Leadership Certification for 2019. As we enter into 2020 we have one of our members Oscar Amiani, Assistant Front Office Manager at Central Resort the Palm, who will be participating in 2020 Leadership Certification. Exciting times for the UAE section in 2020 as we are looking forward to welcoming World Expo 2020 to the country. We are very thankful for the support of our valued sponsors; Integrated Parking Services LLC, and First Response Healthcare LLC.





AICR UAE Executive Committee 2019



AICR UAE Executive Committee and Final Round Judges  
ROTY 2019



AICR UAE W the Palm Event



# DEAR FRIENDS

I hope you had a wonderful festive break and are full of renewed energy and enthusiasm for a successful and exciting year ahead.

2019 was another year of new developments here at Gold Key Media and I'm delighted to tell you that we are now supplying over 3000 hotels with their media in over 40 countries globally.

Incredibly we're now supplying 6 out of 7 of the worlds continents and whilst we're happy to leave Antarctica alone and encourage others to do the same, we will of course be pursuing Space as our next challenge and new frontier.....

I must admit, when I set up Gold Key Media over twenty years ago, (whilst making the deliveries to those first hotel clients in my battered old Volvo), I had no comprehension that our business would expand so far and so wide, achieving a truly global status.

Back then, our first hotel clients included wonderful iconic properties such as Cliveden, Le Manoir aux Quat' Saison, The Dorchester etc. and I'm immensely proud that Gold Key Media remain as their preferred suppliers to this date.

As a business we take enormous pride in the relationships that we have created with our amazing hotel clients and for this we must thank the AICR Association above any other organisation for helping us to achieve our goals and build and forge these relationships. Our global growth is very much aligned and parallel to the decision we made many years ago in deciding to support the global AICR congresses. This eventually led us becoming sponsors of the coveted David Campbell Trophy, of which we're immensely proud. Consequently we remain good friends with many of the previous David Campbell Trophy winners. I'd like to take this opportunity to wish all of those competing in Warsaw the very best of luck in this year's competition.

For those of us based in London, two words dominated our day to day conversation. Namely, Brexit and Sustainability.

Hopefully our Brexit saga is soon to end (replaced by Megxit). However Sustainability is here to stay and rightfully so.

Sadly on this subject, hysteria, myth and fake news often gets in the way of common sense, fact and clarity. What's clear and abundantly obvious is that the planet needs a constant supply of new trees and the paper industry is the largest creator of new forestation on earth and long may that continue.



We as a business are very conscious of our corporate responsibility to help in any way we can to improve the health and well-being of our planet. With that in mind we endeavour to ensure that the companies and products we work with have solid and validated green, recyclable credentials. We also now support an independent organisation that are a wealth of fact and information on the subject of the sustainability of the paper industry and for those of you keen to learn more please ask any of the Gold Key Media team or engage with Love Paper directly via [www.lovepaper.org](http://www.lovepaper.org) Separately, I wanted to share with you some exciting news of a new division that we created within Gold Key Media last year. I hope for some of you this could become a great opportunity to enhance guest experience or secure additional revenue.

As a business we access targeted audiences daily and in large volumes. Whether they're hotel guests, airline travellers, corporate office workers, rail travellers or private medical patients, they're a targeted audience that many brands want to engage with. As a consequence many of these brands and products are now approaching Gold Key Media directly with a view to engaging with these audiences too and last year saw us working with several non media brands, allowing us to sample goods to receptive audiences. Please take a look at the link [www.targetsampling.co.uk](http://www.targetsampling.co.uk) to visualise the sort of activity that this concept could entail, or talk to any of the Gold Key Media team during your time at congress in Warsaw.

Finally, on behalf of all of the Gold Key Media team, I would like to wish you all a successful, enthralling and enjoyable congress, a wonderful 2020 and to thank our many friends and clients for their continued custom and support. We're looking forward to catching up with you all during our time in Warsaw.

Very best regards

**Chris Horn**  
**MANAGING DIRECTOR**  
**Gold Key Media**

# UNITED KINGDOM



AICR United Kingdom had a great start to the year with a fabulous International Congress held in our prestigious capital....what a way to start the year! Special thanks to the Congress Committee and especially Corinne Bellaby & Graham Copeman for organising what I am sure you will all agree was a wonderful Congress. Following the success of this, in February we held our AGM at Le Meridien Piccadilly and the AICR UK section appointed Nicola Miller as President, and Johanna Dlugosch as Vice President. We extended our committee with an additional seat, which along with some other changes in the committee has introduced some fresh ideas moving forward into the future.

We have enjoyed some magnificent monthly events, welcoming our members and guests to some of London's most iconic hotels and hidden gems. We very much appreciate the wonderful support from our sponsors - Gold Key Media, Global Blue, Ultimate Library, the Right Balance and the New York Times, who always help make our monthly events so special. We introduced occasional guest speakers from various hospitality related partners, such as the Chartered Institute of Public Relations, who gave us an insight into Crisis Management. We have been welcomed at the historic In & Out Naval & Military Club. We have visited some of the most anticipated

new openings in London - Belmond Cadogan Hotel in Chelsea which once played host to Oscar Wilde and L'oscar in the heart of Bloomsbury's historic Holborn.

On Wednesday 8th May 2019, we celebrated International Receptionists' Day and were inundated with photos and updates from our members on how they spoilt their Receptionists - Gleneagles even transformed an office into a "Pop Up Spa" allowing their team to have treatments, accompanied by healthy snacks, tea, calming music and scented candles.

In July at Park Plaza Westminster Bridge, we focused on encouraging our members to start thinking about the AICR Leadership Certification 2020 and had Susann Gruenberg, Front Office Manager at The Langham (2018 participant in the programme) on hand to answer individual questions from members. We hope to have four members from UK taking part in 2020.

August saw us host our first ever event specifically for Junior Members at The Lanesborough, after which we all headed over to Hyde Park for our Summer Picnic, where members joined us to enjoy the best of British summertime in the park.

In September, the committee and some of our members attended the London Hospitality Festival in Chiswick for the hospitality industry's summer party, which includes the largest hospitality football tournament in the country, with over 80 teams from the industry competing and hosting over 4,000 attendees for a wonderful fun day of live music, beer & food tents, and entertainment for the whole family.





# UNITED KINGDOM



This year our AICR UK Receptionist of the Year winner was announced at The Ritz following a full day of judging for which this year we were honoured to have Chris Horn, Managing Director of Gold Key Media on our panel of five judges.

Benjamin Dalton, Rooms Division Manager at The Ritz ensured it was an evening to remember and pulled out all the stops to make it a truly memorable evening. We are delighted that Erika Natalini from Hotel Café Royal is going to be joining us in Warsaw to compete for the 2020 David Campbell Trophy in association with Gold Key Media – many congratulations to her for winning such a tough competition with 42 applications.

Mark Lewis (CEO of Hospitality Action) attended our October event and informed us about all the amazing work they do offering vital assistance to all who work, or have worked within hospitality in the UK, whether it be helping those facing challenges with physical illness, mental health issues, financial difficulties, family problems or addiction. We

will be raising money for Hospitality Action with a raffle during our Christmas event at The Dorchester.

The Scottish section, headed up by Andi Michie has gone from strength to strength and we are delighted to announce that following the success of the Congress Burns Night event, the Scottish section are arranging a Burns Night Supper, allowing a rare chance to see inside Rosdhu House and meet the incredible team at Loch Lomond Golf Club, one of the most exclusive private members clubs in the UK.

We are very proud of our mentoring programme and will soon start partnering up our Receptionist of the Year semi-finalists with their Mentors for 2020. We look forward to an even stronger year in 2020, building on existing strengths as well as working on some exiting new ideas and plans, which in turn we hope will encourage new members to join this very passionate and thriving section of the Amicale.



## AICR UK COMMITTEE

President / Nicola Miller  
(Rooms Division Manager at Heckfield Place)

Vice President / Johanna Dlugosch (Assistant Front Office Manager at Claridge's)

Head of Scottish Section of AICR UK / Andi Michie (Operations Manager at Schloss Roxburghe)

Treasurer / Jamie Whiteford  
(Front of House Manager at The Ned)

Sponsorship / Sally-Ann Jenkinson (Director of Guest Experience at Sofitel London St James)

Events / Jad Lian (Assistant Front Office Manager at Andaz Liverpool Street) & John Hennessy (Front of House Manager at Flemings)

Membership Secretary / Paola Osorio

Receptionist of the Year co-ordinator / Hannah Stettler (Front of House Manager at Crowne Plaza London - Albert Embankment)

Social Media - Webmaster / Emma Jaegborn (Storey Customer Excellence Manager)

Administrative Secretary / Kai Lux (Operations Coordinator, Western Europe at Wyndham Hotels & Resorts)



# BUCHERER TROPHY

by durchgeführten  
bewerb um den be-  
Hotelsekretär ge-  
seinerzeit im Hotel  
lino in Ascona Dev  
na vom Hotel Wid-  
n Zürich. Nun hat er  
internationalen Final,  
Mitte Januar in Prag  
and, mit ebensol-  
Erfolg teilgenom-  
Die Prüfung wurde



**25TH ANNIVERSARY  
CELEBRATION**  
LAUSANNE,  
9TH NOVEMBER 2019



## The idea had arisen around a café during the summer of 1995.

Inspired by AICR Parisian colleagues, Yannis Gerassimidis and Egidio Marcato thought that Switzerland could also create the best receptionist competition. Like any prestigious competition, you had to find a trophy worthy of the name. Thanks to the privileged relations with their director, Edith Martin, Bucherer happily accepted to become the reference brand.

Then, it was necessary to find the unifying concept allowing all the candidates of the country to compete with equal chances, thus avoiding linguistic preferences, it was decided to organise the tests in English.

The first edition was organised on 19th October 1995 at the Beau Rivage Palace in Lausanne. Since this memorable date, the competition has evolved a great deal: the questions drawn by lot have been replaced by a written exam; a pre-selection was introduced to identify the 12 finalists; the evaluation criteria of the jury have been reviewed and corrected to eliminate subjective judgments. All these improvements have been appreciated up to the international level which has integrated some of these best practices into the International David Campbell Trophy.

The competitions have succeeded and through the years Switzerland have won the International David Campbell Trophy in 1997, 1999, 2004 and 2011.

The 2019 edition was a silver anniversary of the Bucherer Trophy. For the occasion, the AICR Switzerland invited the 24 winners of previous editions to the gala dinner in the same hotel where this beautiful story began: the Beau Rivage Palace in Lausanne. Fifteen accepted the invitation and appear on the souvenir photo. There was a lot of emotion in watching the video of the quarter century of achievements and victories. Among the highlights, the reunion of Dev Sharma, the first Swiss winner of the David Campbell Trophy with his two mentors at the time, Fredy Thomet and Egidio Marcato.

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5th to 9th February  
2020



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