Conference Services

Please find attached the presentation by Mr. Kurt Strohmayer, IBLF’s Youth Career Initiative to the Side Meeting – Anti-Trafficking Programme, 13th OSCE Economic Forum, Prague, 23-27 May 2005.
YOUTH CAREER INITIATIVE
at the
JW MARRIOTT
BUCHAREST GRAND HOTEL

Marriott’s involvement in the community
- We feel we have a special responsibility and role to play in helping our communities thrive. We want every Marriott community to be a better place to live and work because we are there.
- Our philosophy inspires us to be good corporate citizens; we are committed to getting involved in our communities.
- We have a tradition of supporting programs that put education and workplace training within the reach of individuals who face barriers to finding a workplace.

Youth Career Initiative Program

The program
• YCI enables international hotels to provide a six months education program for high school graduates from disadvantaged backgrounds.
• The program is designed to empower young people by providing them with the necessary life and vocational skills to expand the choices and options in their lives.
• Each program is tailored to suit the country and the needs of its youth.
Youth Career Initiative Program

The Host

- JW Marriott Bucharest Grand Hotel was the first Marriott hotel in Europe to launch the Youth Career Initiative Program on August 30, 2004, in collaboration with Leaders, the local NGO in the role of in-country coordinator.
- Program ended in March 2005, encompassing 24 weeks of theoretical and on-the-job training.

Youth Career Initiative Program

The Participants

- The first year “pilot program” enrolled a smaller group of participants, 6 fresh high school graduates, based in Bucharest, aged 18-19 years, from disadvantaged backgrounds who were enrolled in this education program aiming to help them make empowered decisions regarding their professional career and increase their employment opportunities.

Youth Career Initiative Program

The investment

- JW Marriott Bucharest Grand Hotel project team designed an education program, including theoretical education and practical training within all areas of the hotel.
- Human Resources representatives were involved in the interviewing as well as UNICEF in the selection process, following the Marriott selection criteria.
- Once enrolled in the program, hotel ensured the medical checks for all participants in order to meet local legal requirements.
- One meal per day offered in our cafeteria and we provided the uniform for each department.
Youth Career Initiative Program

Achievements – On the Job Training

- Participants rotated through 15 different departments of the hotel, (F&B, Accounting, Front Office, Sales, Human Resources) for periods of 2 or 3 weeks, according to the designed schedule.

- The education program enabled participants to gain transferable life skills, learn about work and standards in an international hotel operation, increase their confidence through exposure to a customer orientated environment.

Youth Career Initiative Program

Achievements – On the Job Training

- Participants shadowed experienced associates in each departments and had the chance to practice the acquired skills under the supervision of their coaches.

- More than 75 Marriott associates from different operational areas committed to the role of on-the-job coaches for YCI students - a rewarding experience for both parties.

Youth Career Initiative Program

Achievements – Sample On-the-Job Training Schedule

- [Data and images]
Youth Career Initiative Program
Achievements – Theoretical Education

- Was provided through weekly training sessions of 2-3 hours, representing in total approximate 40% of the total training hours of the program
- Sessions were delivered by hotel management team, including all supervisory levels, from department heads and executive committee members to line managers and supervisors

Youth Career Initiative Program
Achievements – Theoretical Education

- In total 30 managers and supervisors donated 2 or 3 hours per month to facilitate training sessions to YCI students

Youth Career Initiative Program
Achievements – Theoretical Education

The training plan is integrated in the already existing Marriott training materials and courses on subjects such as:
- Hospitality skills
- Customer service excellence
- Problem solving skills
- Telephone etiquette
- First Aid Basics
- Marriott operational standards and procedures
Youth Career Initiative Program

Achievements – Sample List of Topics

Special courses were designed in order to provide participants soft skills such as:

- Communication
- Career planning
- Code of Conducts
- Preparation for job interviews
- Negotiation skills
- Budget Basics
- Time Management
- Teamwork

Youth Career Initiative Program

Achievements

- English classes were conducted on a weekly basis by one of our staff member certified as English teacher; in total we provided 48 training hours per participant

Youth Career Initiative Program

Family spirit at the JW Marriott Bucharest

- The YCI students were actively in several internal events organized on special occasions for our associates, such as the traditional JW Marriott Bucharest Halloween Pumpkin contest, the Christmas Kids Party
Youth Career Initiative Program

Partnerships

- Students were enrolled in computer courses provided by ECDL Romania (European Computer Driving License), in total 120 hours per participant
- Other companies in Bucharest supported the program as sponsors, offering their services and products: Xerox Romania, Amway Romania, BIC, Antilopa Romania, Daniel Ray.

Youth Career Initiative Program

Graduation ceremony

- 1st Graduation Ceremony was held on April 15, 2005 at Grand Ballroom of JW Marriott Bucharest Grand Hotel
- Honored guests joined the ceremony as well as the British Ambassador Mr. Quinton Quayle to Romania, the Ambassador of the United Nations Mrs. Soknan Han Jun and the director of the program Mrs. Lyndall de Marco as well top business people involved also in charity projects
- Outstanding Media exposure
Youth Career Initiative Program

◊ Since completion of the program 3 of the 6 graduates were employed in the following departments of the hotel:
  ◊ Reception
  ◊ Concierge
  ◊ At Your Service
  And one person received a scholarship to university in Athens.
◊ They definitely add value to our staff through their intensive training and global outlook of all hotel areas

Youth Career Initiative Program
Graduation ceremony

Youth Career Initiative Program

Future outlook

◊ Second session at JW Marriott Bucharest Grand Hotel will start again in the summer of 2005 for up to 10 young people, having the same intention to mobilize all resources in order to direct to make the participants aware of all hospitality business aspects.

◊ Discussions were initiated with Hilton, Sofitel and Crowne Plaza hotels from Bucharest for potential commitment to implement same program in the following period.
Future international outlook
The program will also be piloted by Marriott International in Brazil in three locations thanks to a very strong involvement of OSCE & IBLF Mrs. Lyndall de Marco Sao Paolo, Rio de Janeiro Sauipe and we are sure, many more Hotels in different countries will follow!