

international
amicalist
2019

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embracing the technology
revolution?**



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Editor **Olivier Bigot**

Hospitality 2030

Conclusion from the International Congress in Zurich 2018



During the organisation of the past congress in Zurich, we decided to give the congress a motto and to encourage our participants to join us in finding out what will be the requirements for the future.

We asked the question what the future job profile of a receptionist will be. The hospitality is changing fast. Innovative technologies, new trends and new guest requirements are arising and therefore the hotel industry in 2030 will not be the same as today.

We asked this question to the participants, partners, the young candidates and to the experienced presidents and members. Together with our partners and sponsors we came to a conclusion, which we would like to share with you.

All the participants of the congress asked several questions in an online survey. Together with the workshops and the live sessions we have a base data which provides you with a glimpse of the future requirements in hospitality.

Back in the days a receptionist had basic tasks which excluded technical skills or knowledge of different booking systems or even revenue management. Nowadays, the guest journey of booking a hotel and to interact with a receptionist has changed and this is also one of the major points which we covered with the project hospitality 2030.

One of the questions asked, was the competences a receptionist would need to fulfil their job in excellence. Whilst you normally would assume that authenticity and warm hearted would be on the top, the conclusion was that future leaders are looking for flexible employees who have the ability to grasp new tasks quickly.

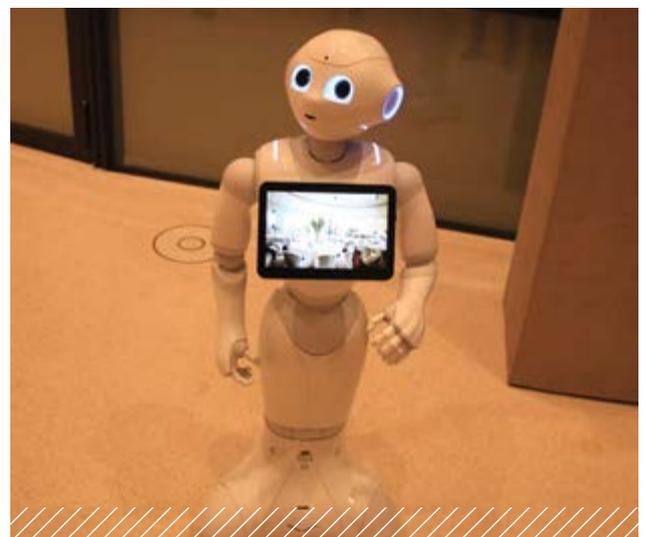
In terms of technology changes the participants saw the adaptability of fast changing Property Management Systems - and booking systems as most challenging, followed by the topic to adapt to guests booking behaviour.

The connectivity of Property Management Systems to other software was with over 60% the most critical point. Since more and more technical systems are evolving, hoteliers are looking for systems which can manage all in one entry point.

Surprisingly the work life balance has also taken a large role in the survey. 56% of the participants stated that this is becoming more and more important in order to attract the right employees and 32% stated that their company wants to pay attention to it in the near future. The split shifts which you have seen in the past are disappearing more and more. Less employees are willing to work over hours with a low salary and the hotel industry has to find new ways to attract candidates against other industries.

Therefore, we as the AICR must redefine what a receptionist stands for in the future. It is not only an order taker, but much more an allrounder who can adapt to changes rapidly. Educational programs and trainings must be adjusted to keep track of the technology changes.

But guess what, the question asked if a concierge or a receptionist would be still needed in 2030, 75% of the participants said that no concierge would be needed, but over 80% said, that receptionists are essential.



Programme



**AICR
CONGRESS
LONDON
2019**

WEDNESDAY 23RD JANUARY 2019

Kimpton Fitzroy Hotel, Russell Square
Registration of delegates arriving as part of the 4 night programme

PM • 2019 David Campbell Trophy Candidates Workshop, in association with Gold Key Media

PM • Educational workshop

Innholders Hall - the historic home of the City of London's Worshipful Company of Innholders, Royal Charter signed by King Henry VIII in 1514

Past Presidents Dinner

AND

2019 David Campbell Trophy Dinner, in association with Gold Key Media for section Candidates and their Presidents, Judges, Role Players, International Committee and head of organising committee

THURSDAY 24TH JANUARY 2019

Kimpton Fitzroy Hotel, Russell Square
Registration of delegates arriving as part of the 3 night programme

2019 David Campbell Trophy Competition, in association with Gold Key Media Presidium meeting • Presidents and International committee only

A number of **Educational Workshops** for Leadership skills, industry knowledge and continued professional development presented by Lighthouse, STR Global and Aró Digital Strategy

Evening at Tramshed - Mark Hix's restaurant in the heart of the East End's Shoreditch neighbourhood, celebrating British produce and contemporary British art.

Welcome Dinner and official opening ceremony of the AICR International Congress London 2019

FRIDAY 25TH JANUARY 2019

Kimpton Fitzroy Hotel, Russell Square
Ballroom and meeting rooms

The Conference • "Facing the Future"

with keynote speakers, presentations, sponsors showcase, lunch and debate *This house believes that the future of hospitality is entirely dependent upon embracing the technology revolution.*

General Assembly • attendance by AICR members only

Ballroom of the Kimpton Fitzroy Hotel

Burns Night Supper

Traditional Scottish celebration of the poet Robert Burns, feasting on Haggis at the dinner followed by a Cèilidh with a live band and Scottish formation dancing

SATURDAY 26TH JANUARY 2019

Westminster Pier

Cruise down the Thames on the Viscountess, with a glass of "bubbles" in your hand to Historic Greenwich

Visit the home of the Greenwich Mean Time (GMT), where every place on Earth is measured in terms of its distance east or west from the Greenwich Meridian; explore the markets, museums and historic quirkiness and character of Greenwich

Gibson Hall - A neo-classical former Banking Hall opened in 1865 in the heart of the City of London

Gala Dinner and 2019 David Campbell Trophy ceremony, in association with Gold Key Media

SUNDAY 27TH JANUARY 2019

Kimpton Fitzroy Hotel, Russell Square

Breakfast at Leisure

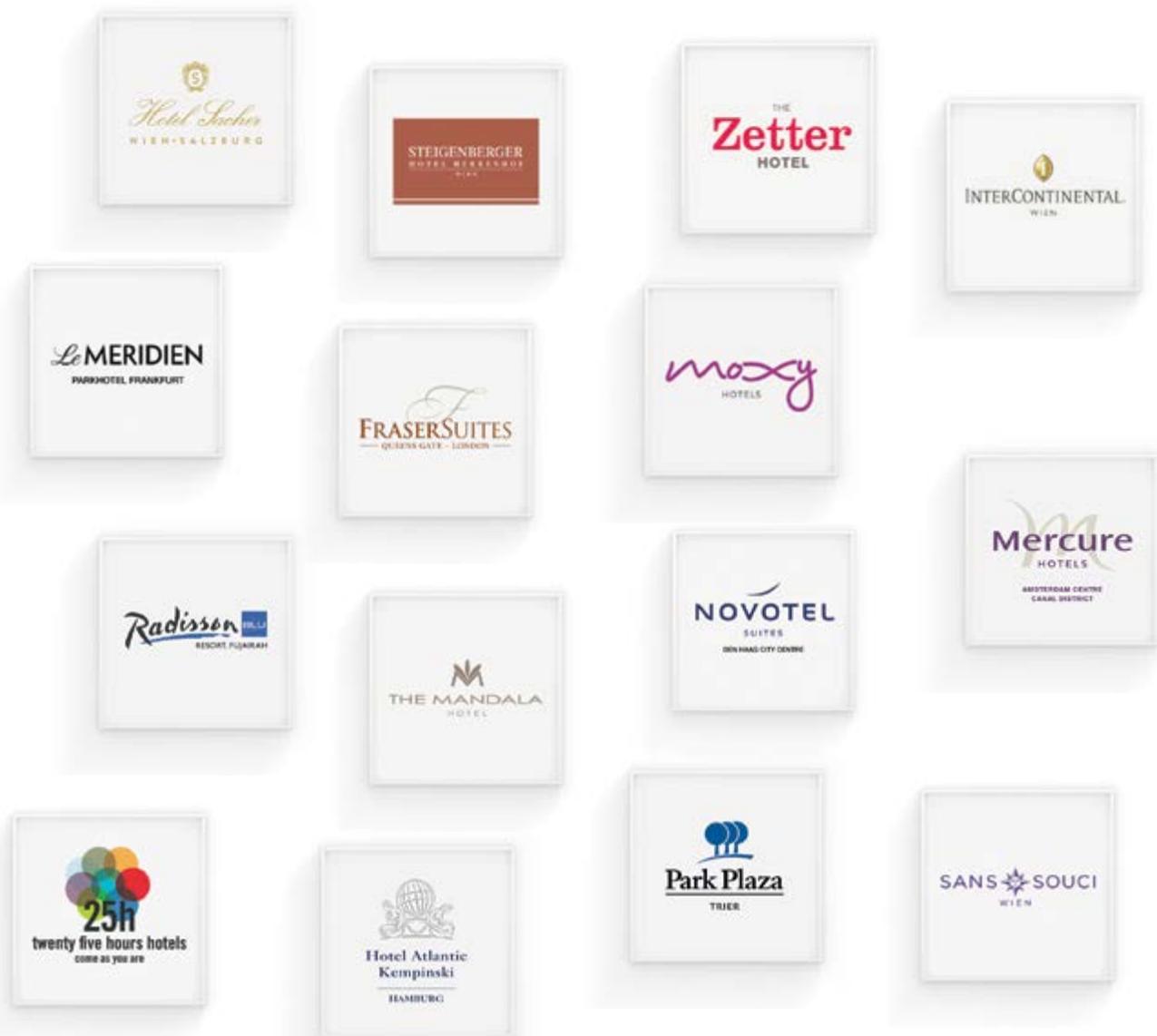
Individual departures of attendees

Wishing everyone a safe journey

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Dear Amicalists



It is with great pleasure I write this Introduction to the Amicalist Magazine welcoming you to London for the 26th AICR International Congress. I am incredibly excited for this particular annual event, firstly as London is my home-town where I grew-up, studied and now work; but more importantly as this is my first Congress as International President.

Whilst I am relatively new to this particular role, London – and indeed the UK – is no stranger to the association or these events. Not only did this great city host a Congress in 2006, it boasts the largest membership of all sections, has had four winners of the David Campbell Trophy since its conception in 1995 and has a wealth of active members who have been participating and supporting the association since the beginning; namely Annie Boslem, David Cowdery, Graham Bamford, Jane Renton amongst other stalwarts such as Corinne Bellaby and Duncan Couper – who combined, have dedicated 170 years of committee work to the AICR.

All these individuals, and many more across other sections, have laid the ground-work for where we are now and continue to push us to further heights. Their support and passion are a great example of what the AICR is about: a friendship and platform where like-minded hoteliers can share and celebrate their ideas, concerns and stories and ultimately help grow our wonderful industry.

London has been nicknamed “The Big Smoke” in the past centuries due to its ever-increasing population using a vast amount of coal to heat their homes. Whilst we have moved away from such traditional, and less eco-friendly ways of producing energy, there is one set of people which has been burning the candle at both ends – the Organising Committee. Corinne Bellaby and her team, have worked tirelessly to organise an exciting, affordable and entrepreneurial Congress. I would like to thank them for what I

know will be a memorable couple of days and for all their efforts to get us to this point.

The year 2018 has been an eventful one for the AICR, after a few terms of innovation and new ideas the International Committee and I decided to concentrate on stabilisation and focus on our basic principles. We have worked to communicate better with the section Presidents and in turn their members, in the hope to drive this association into the future with a solid base and foundation of what it means to be an amicalist. We hope you have seen the benefits of this and I am eternally grateful to the limitless hard work and admin that Lilly, Duncan, Doris, Egidio, Arian and Olivier have put-in to get us to this point.

With this in mind, we would like to propose that 2019 be a year of continued consolidation and stability within the AICR. Let this be a time where we reach a higher level of engagement across all section committees and their members. This is the year we would like to hear from all our members and all our sponsors – what does the AICR mean to you and how can we develop it further? We, as an International Committee, will be communicating more with you and seeking this feedback. We, as an Association, will come together as a team with a shared cause. We, as the AICR, would like our members to be engaged.” We appreciate that the hotel industry is getting busier and busier, and indeed the role of a Front of House Manager changes and develops daily. People have less time to commit to extra-curricular activities such as participation in the AICR – they are often weighed-down by long working hours, budgetary constraints and endless streams of email. Organising events, attending events, supporting AICR causes and projects and encouraging new members to join are responsibilities for all AICR members – we thank you all for your efforts in these and other actions.

The only way this amazing association will not only survive, but also grow, is if each and every member sees the AICR as a shared passion and cause. In this way, no matter how busy it is – we will always find the time for things we are passionate about and believe in. Furthermore, we will always be able to inspire those like-minded people to join our association and broaden this group of hoteliers we call our friends.

I look forward to spending the next few days with you and many more interactions in the future. It has been my pleasure to serve you in 2018.

Best

Oliver Milne-Watson
International President

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

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International President

Oliver Milne-Watson

Hotel Manager
The Beaumont Hotel,
London, UK

International Treasurer

Duncan Couper

Assistant Clerk
Worshipful Company of Farmers
London, UK

International Secretary

Lilly Freudmayer

Cluster Front Office Manager
Zabeel House by Jumeirah
Al Seef, Zabeel House Mini
by Jumeirah & Al Seef Hotel
by Jumeirah
Dubai

David Campbell Trophy Co-ordinator

Arian Röhrle

Rooms Division Manager
Mandarin Oriental Munich
Germany

Educational Secretary

Doris Schwartz

Experience Manager
at the Sacher Hotel Wien
Austria

International Counsellor

Olivier Bigot

General Manager,
Dolce Hotel, Chantilly, France

International Chief Judge David Campbell Trophy

**AICR International
Network Developer**

Egidio Marcato

Coach (Reception)
Switzerland
World Skills



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 1 year long learning program designed for AICR's members. The LC consists of 3 learning modules including 2 individual, online coaching sessions with a 6-8 hour time commitment per module.

Each module covers 4-8 learning topics such as Conflict Resolution, Communication Skills, E-Mail Management, Customer Service, NLP, Negotiation Skills, Sales, Leadership and Diversity Management via interactive e-learning courses delivered through AICR's dedicated Learning Management System.

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 accompanying you on the learning journey



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 and '18 consist of 30 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

DAVID CAMPBELL TROPHY

in association with GoldKeyMedia

2019 FINALISTS



Sophia-Maria Anker
Grand Hotel Wien



Lara Patel
Crown Metropol Melbourne



Lara Burton
Four Seasons Hotel
Des Berges Geneva



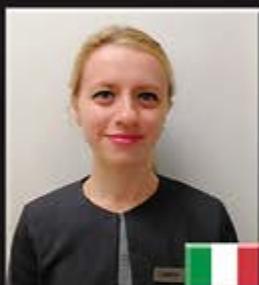
Vicky Klinkhammer
Four Seasons Hotel
at Park Lane London



Rauno Põld
Radisson Blu Sky Hotel
Tallinn



Marcel Siriwardena
Mandarin Oriental Munich



Serena Gatti
Hotel Meliá Genova



Carmen Leong
Sky City Grand Hotel Auckland



Amanda Koh Shi Han
Pan Pacific Singapore



Charlotte Bigorgne
InterContinental Marseille
Hôtel Dieu



Kudzanayi Chigwedere
Nassima Royal Hotel Dubai



Aleksandra Ivanowska
Sofitel Grand Hotel Sopot



Joera Kitane
Marriott Marquis City
Center Doha



Estelle Niveau
Le Meurice Paris



Denisa Push
Carlo IV The Dedic
Anthology Prague



GoldKey
media



Feedback from **Lighthouse Management**



In the last year, we have had a great opportunity to work with a Front Office Manager who wanted to create a culture of feedback, cooperation and engagement within her department. “I simply want my people to enjoy their work and colleagues, grow and develop in their roles while simultaneously delivering the best possible experience for our guests. That should be possible, right?” Indeed, it is possible and creating such a culture is an aspiration we find that many managers in the Hospitality Industry have. Organisational research has shown that by establishing an exciting set of shared values, a leader can create and protect a sustainable work culture in which employees can thrive.

We are proud to report that the second year of the AICR Leadership Programme has been successfully completed. The main purpose of the AICR Leadership Programme is to give Front Office Managers the rare opportunity to step back from daily business to reflect on and examine what they are doing and how they can create a positive work culture. Through a personality assessment, individual coaching and 3 modules of tailored eLearning courses, Front Office Managers have a unique learning chance to grow, develop and continuously improve their management and leadership capabilities. Peter and myself have thoroughly enjoyed our collaboration with AICR and we hope to work together with you soon in the AICR Leadership Certification Programme!

Kevin Daly, Peter Biro



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Zurich Congress 2018





Promoting & Recruiting

It is a fact that the sustainability of our Amicale is subject to its growth.

At the July Mid-Year meeting in London, the AICR International Committee has at length discussed ways to increase its membership numbers and has elaborated an action plan.

In his role as AICR International Network Developer, Egidio Marcato has been working tirelessly to support some Sections where help was needed the most.

In his summary report we can read:

Morocco – his visit to Marrakech on 19th September attracted 5 participants and allowed to understand all issues that the Section is facing; the meeting was very constructive: it instilled enthusiasm and trust while it helped to identify a highly inspired Amicalist, Mustapha Assfar, willing to motivate the group and lead the AICR Morocco to future successful endeavours.

Italy – Since the month of July 2018, and in cooperation with Italy's AICR President Andrea Pinchetti, Valentina Ventura & Mario Contu and a few other Amicalists, we have been working without respite to prepare the promotional event scheduled on 2nd October in Milan. Hundreds of potential Amicalists were identified on LinkedIn and sent an invitation to attend the event. Although attendance was lower than expected, some positive responses were received after the meeting, during the months of October & November, resulting in 6 new memberships. These alone are the reward for our efforts. Thus, we believe more will follow.

Spain – It was our intention to provide all our support to Spain as we did for Morocco & Italy. The same approach was applied: since the month of August, over hundred potential Amicalists were again identified and contacted by e-mail, introducing the AICR and promising a promotional event in Madrid during the month of October. However, in agreement with the AICR Spanish Section and their President, Nuria Sanchez, the plan was dropped; instead, it was suggested that Spain would discuss internally during their National Congress in Cadiz (9-12 November) how to raise awareness, how to motivate the younger generation to join the Amicale and consequently how to increase the number of active members, together with other issues. We remain confident that Spain will find the right resolution to amaze us all in 2019, demonstrating that their approach will be the most effective and fruitful.

Switzerland – Between 2017 and 2018, an unusual number of AICR members decided to resign from the AICR; most of them were located in the region of Zurich. We attributed this loss to the fact that the organization of the International Congress had absorbed all efforts, somewhat neglecting the base. Hence, the Amicale Spirit was still there, stronger than ever... Yet another promotional and recruiting event was organized at the Baur au Lac in Zurich on 24th October. Attendance reached the highest level with close to 50 attendees, 13 of them being potential new members. Within the 2 weeks that followed, all of them had joined the Amicale: Amazing! A big "thank you" to Gabi van Uden and the entire Baur au Lac Team for the organization of this extremely successful event.

The AICR International Committee strongly believes that there is an enormous potential for growth stemming from countries where an AICR Section has not yet been founded.

With this in mind, the same approach was used to raise awareness and to gauge the opportunities that some European countries might offer. Again, LinkedIn has been the main source of profiles that were contacted and invited to sign up as "International AICR Member". For each of the countries listed below, an AICR LinkedIn group was created and every person was invited to connect. News and updates have been posted on a regular basis on each of these groups to maintain the interest and the interaction at high levels.

Belgium – An AICR section was existing until a few years ago. We believe the potential is significant and we can now rely on the support of Najib Arayer, former AICR President of Switzerland, who has been promoted General Manager at the Crowne Plaza Brussels Airport.

At the time of writing, 36 profiles have been identified and 19 have joined the LinkedIn group.

Portugal – We are very proud to announce that 182 profiles have been identified and composed in an Excel Sheet; 52 of them have joined the LinkedIn Group. Our wish is to see a few of them taking the lead and initiate an AICR section in Portugal. Any external support is welcome.

The Netherlands – Again, we are very pleased to see 105 profiles already being listed and 28 who have joined the LinkedIn group. The same wish apply... an AICR section being created in The Netherlands in 2019...?

Midyear International Committee meeting in London

UNITED KINGDOM
July
2018

Many thanks to Kris Leszczynski General Manager at the Radisson Blu Edwardian Hotel Mercer street for the warm welcome and letting the committee hold the midyear meeting in the best possible conditions.

We had the opportunity to meet up with the London Congress committee led by Corinne Bellaby in order to better understand the status of our yearly international event coming up.

After our day working session, we gathered at the Radisson Blu Edwardian Hotel New Providence Wharf. This was ideal to get to know a great number of AICR UK members and sponsors.

Main topic of the agenda:

- Sections reviews; development and growth
- Treasury update
- Mentoring scheme
- Educational initiatives
- Leadership Certification
- Goal setting and follow up with sections
- Social media and GDPR

| | 2018 Total members Mid Year |
|----------------|-----------------------------------|
| Australia | 23 |
| Austria | 51 |
| Cote d'Azur | 47 |
| Czech Republic | 39 |
| Estonia | 25 |
| Germany | 81 |
| Italy | 18 |
| New Zealand | 14 |
| Qatar | 32 |
| Paris | 79 |
| Poland | 34 |
| Singapore | 118 |
| Spain | 58 |
| Switzerland | 148 |
| UAE | 41 |
| UK | 191 |
| Total | 999 |



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Team WorldSkills France Selection Process WorldSkills Competition

KAZAN
2019
22-27
August

Recently, the WorldSkills France National Finals took place from 28-Nov. to 1-Dec. in Caen, Normandy. The event gathered 650 competitors in 57 skills for three days of competition, attracting 70,000 visitors.

Immediately following the competition, the gold and silver medallists were shortlisted and gathered for a preliminary brief on the next steps of the process. At stake is potentially a berth with the WorldSkills France Team that will take part in the WorldSkills Competition in Kazan, Russia next August.

The WorldSkills Competition takes place every two years and gathers for 4 days of competition some 1,500 competitors. Aged under 23, they are the best young professionals in their skill. Approximately 50-60 skills are presented, and the event attracts some 200 000 visitors. WorldSkills Competitions are the gold standard of skills excellence and inspire competitors to reach new heights, turning their passion into a profession and developing personal and workplace skills that are relevant and sought after in today's economies.

The shortlisted candidates now start a six-month preparation on the road to WSC Kazan which includes:

5 to 8 weeks of technical preparation

2 weeks of physical and mental preparation

1 international training experience abroad

Gold and silver medallists of the David Campell Junior Trophy Eugenie LEDENT and Pierre MAHON that took place last Sunday 8-Dec in Paris, France, will integrate the pool of shortlisted candidates and join the WorldSkills France Team preparations.

The experience promises to be even more unique as one of them will be the first ever competitor to contend for France in the Hotel Reception skill at the next WorldSkills Competition in Kazan!

WorldSkills France is extremely excited to welcome them, along with Expert Bruno LANVIN, to the team and we wish them all the best for the new adventures to come.

Stay tuned for the announcement on the composition of Team WorldSkills France for WSC Kazan 2019 on 17 February, 2019!

For more information on WorldSkills France:

<http://www.worldskills-france.org>

For more information on WSC Kazan 2019:

<https://worldskills2019.com/en/event/skills/>

For more information on the WorldSkills movement

and national members: <https://www.worldskills.org>



By taking part in WorldSkills Competitions, COMPETITORS:

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- Acquire new skills*
- Become more confident*
- Expand professional networks and contacts*
- Get noticed by recruiters*
- Start a career internationally*
- Are recognized as the best professionals in their field*

COMPANIES and ECONOMIES are also able to recruit candidates that rapidly integrate and add value to their teams and business boosting productivity.

- Soft skills & personal development*
- Professionalism
- Accountability
- Adaptability and flexibility
- Work ethics and self-motivation
- Workplace skills & professional development*
- Communication and interpersonal skills
- Autonomy and decision-making
- Teamwork

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Valentina Ventura

2018 David Campbell Trophy winner



The passion for the hospitality was something that has accompanied me since I was a child.

My mother used to work for many years as a chambermaid in a hotel in Rome.

Although today may seem absurd, but more than 20 years ago, it happened that when I was not going to school my mother used to bring me to work with her. I was feeling very important because I was helping my mother, in my own way, to make the beds.

But I remember very well what fascinated me the most, was to see these well-dressed adults behind a very high counter talking in incomprehensible languages (to me) with many different people. It happened that I spent hours listening to them sitting on a couch with my coloring book.

After the high school, at the age of 19, I did a receptionist course in London at the Reception Academy and from that moment I started working in the hospitality industry.

After the experience of working in London I decided to return to my beloved Rome and continue this journey in the city that has seen me born and grow.

I believe that being a hotel receptionist is not only to do a check in, handover a key and resolve complaints, but I think it is also the opportunity every day to connect people with different cultures and traditions and proudly show them our cultures and our traditions. What I like most is to let my guests live a special stay and make them fall in love as much as I do in my city, Rome.

As soon as my Reception Manager became a member of the AICR she immediately made me a part of it.

The first thing she did was showing me a video where they explained the stages of the competition. I immediately considered it a beautiful competition but not for my level. However, she has always believed in me and my potential, convincing me that I could do it.

Thanks to her support, I decided to start this new journey. It is one of the best choices I have ever made.

Almost all my days off before the Italian competition, were used to study and play different scenarios.

I received a lot of help from my Reception Manager, who spent time inventing the most absurd role-plays, correcting me and helping me to improve the way of dealing with difficult situations.

I really have to admit that it was mentally tiring but, every single minute of the preparation for the competition was well spent.

On November 2017, few days before my birthday, I received one of the best presents ever, I have been nominated Best Italian Receptionist of the Year.

Without even realizing it, time flew very quickly to January.

The first two days in Zurich were fun but also very hard.

As soon as I met the other receptionists, I immediately realized that I would not make it, considering their very high level. I then promised myself to give my best and try to live in a unique way these four days.

After the difficult part, the remaining days were a succession of laughter, fun and meeting all the AICR members.

With the other candidates we immediately created a joyful and friendly atmosphere, which led us to enjoy this magnificent experience that was happening to us in a natural and loyal way.

During the Gala night something magic and unbelievable happened to me. I received the David Campbell Trophy and I have been awarded the Receptionist of the Year.

It was a real honor for me to bring this victory for the first time in Italy.

Having compared and won against the best receptionist of each different country makes me truly proud of myself.

During those four days I have learnt something that is very important.

The principle of an Amicale, is a principle of sharing, friendship and learning.

I will always be grateful to my family, my friends, all the AICR Italian members, all the AICR International members, my colleagues and my managers, for being always present and for showing me their support every single minute of that journey.

I would like to take this opportunity to encourage anyone to take part of the national competitions, so that they can have the opportunity to participate in this magnificent annual event.

The chance to meet new colleagues from other parts of the world and still be in touch with them even after the competition is something exceptional.

But above all, the possibility of living a dream for a year is something priceless and unrepeatable.

I'm looking forward to meet the new candidates and I wish to all of them a good luck!

See you in London, Ciao!

Valentina Ventura

Crowne Plaza London Ealing (Receptionist - Shift Leader)
Hotel dei Mellini (Receptionist - Concierge - Reservation Agent)
InterContinental De La Ville (Receptionist)
Aldrovandi Villa Borghese (Receptionist) to date

David Campbell Trophy 2018

The Finalists 2018



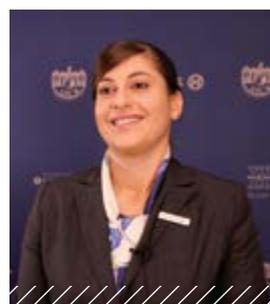
Lior Saba
Côte d'Azur



Cornelia Mellinshoff
Germany



Eliise Allingu
Estonia



Valentina Ventura
Italy



Pamela Munzara
Qatar



Mia Rajcic
Czech Republic



Marina Delgado
Spain



Mabi Rajbhandari
UAE



Florence Delhaise
Switzerland



Tim Gordon
New Zealand



Agnès Clevy
Paris



Sara Woods
United Kingdom



Aleksandra Hinz
Poland



Janette Hui
Australia



Douglas Heng
Singapore



Sandra Heimbürger
Austria



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Proud Sponsors of the David Campbell Trophy

To those of you that have travelled from afar and equally to those of you that call London home, welcome to our magnificent city. We wish you all a wonderfully entertaining, inspirational and educational congress.

This will be Gold Key Media's fifth AICR Annual Congress and we're already beginning to feel like veterans and dare we say, part of the AICR family too.

The AICR Congress means many things to many people, to Gold Key Media it's about meeting up with lots of old friends from all over the world and to making many more new ones too. If we end up talking about work then that's a bonus but never essential.

We are often asked many times why we sponsor AICR events and more recently the coveted David Campbell Trophy. The answer is very simple. "Investment!". To quantify that statement. First of all, there is nothing better than to see an industry investing in and rewarding its people and The David Campbell Trophy captures the embodiment of that sentiment perfectly and we're privileged to play a small part in that investment.

On the flip side. Gold Key Media's investment is very much a long term vision. Our relationship with AICR began in 2002 and many of the people we met back then and since then have remained friends and clients which is a wonderful bonus.

Our business is built on long, established and trusting relationships. We are fiercely proud of our formidable reputation of being the best at what we do. For 18 years we have continued to gain credibility with global hotel clients that trust us to deliver on our promises.

This year, we're keen to add some fun and re kindle one of the old traditions of the AICR Congress and bring back the photography competition that USA Today pioneered. This year we'd like you to find some creative and imaginative locations to "place" your Gold Key Media mug and post them on the official AICR London social media sites throughout the event. There will be three lucky prize winners that we'll announce at the Gala Dinner.

We hope to see lots of you during the next few days of Congress and that we get to share some fun with you at some of the amazing events that the Organising Committee have planned for us.

Just one request for these three days. Let's keep Brexit off the agenda PLEASE.



Warsaw 2020



If you think that Warsaw-Poland:

- is located on the polar circle
- its people there are communists
- it is a small country
- only non-famous people are born there
- and it is difficult to pronounce “W Szczepreszynie chrz szcz brzmi w trzcinie”



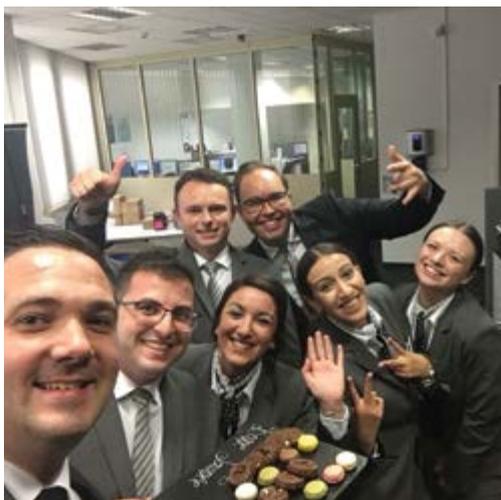
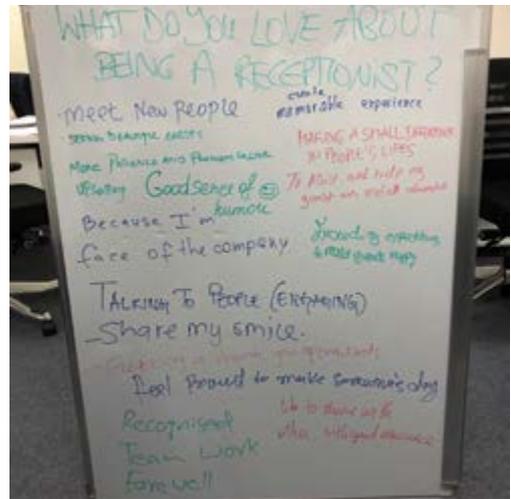
The AICR Congress in Warsaw is a MUST

The organising committee and the Polish AICR section look forward to welcome you.



Receptionist Day *around AICR section*







Paris & Cergy University partnership

The emergence of new hotel concepts and the development of the digital hotel has changed reception processes in recent years. The job of receptionist, if he is not destined to disappear, sees his job transform. Many questions are asked about the evolution of this position, the possible reconciliation between the digital and the human.

To debate these questions, a round table took place in the amphitheatre of the GENNEVILLIERS university last May 17th 2018

In collaboration with AICR (Amicale Internationale des Chefs de Réception), a group of students from the professional Bachelor of Rooms Department Services in International Hospitality, organized and facilitated a round table on the topic of digitalization of the profession of Hotel Receptionist.

Régine DAVROUX, head of training, supervised and followed the tutored project group and Sylvia HARRAULT, Trophy Manager David CAMPBELL at AICR and sponsor of the promotion, gave them support.

Hotel professionals exchanged views with an audience of AICR members, apprenticeship teachers, teachers, undergraduate and graduate students.

The students animated this debate around three topics:

1. The digitalisation of the hotel industry, a vector of change for reception services.
2. Towards a new job description for the receptionist.
3. The impact of digitalization on the business image.

The students conducted their research from 3 surveys of receptionists, non-reception staff and the general public.

The professionals underlined the quality of the information, the animation and the optimal course of the round table realized by the students of the license.

The after debate over a cocktail party gave the opportunity to congratulate the benefits of this first partnership between the AICR and the University.

The conclusions of the debate

The goal of digitalization is to free the receptionist from his administrative workload, and refocus him on

his core business, the customer relationship. Digital tools are developing and an innovation presented by TABHOTEL will soon appear on the market in the form of a tablet integrating RFID card, payment, passport scanner and connected to OPERA. Thus, freed from tedious procedures, the receptionist becomes 100% proactive for the client. Its functions evolve towards the „Guest service” in proximity with the customer. This new relationship with the customer is even more noticeable in hotels that have opted for an open and multifunctional lobby as at CITIZEN M.

If the functions of the receptionist evolve, the names of this position also change and the brands are differentiated, ambassador at SOFITEL, Citizen M, hotelier at OKKO, Welcomer at PULLMAN ... Recruitment is oriented towards profiles of candidates to personality, a knowledge to be natural, which corresponds to the culture of the sign or function of the needs in the teams. The criteria of technicality is secondary. Relational skills, passion, civility and rigor are the priority selection criteria.

The hotel trainings always bring the fundamentals of the profession but especially the rigor which a professional must show; the renovated diplomas evolve towards contents that meet the new expectations of the profession. It is also noted that the internal training is essential to train the DNA of the brand and to accompany the employee in his evolutionary course.

Digitalization and technological tools make the job of receptionist more attractive for young Z generation who are waiting for more relationship with the customer. However, it is advisable to set up a real digitalization program in the hotel so as not to spoil the customer with information via multi channels.

Even if the receptionist perceives a lack of recognition of his profession by the client, the digitalization should be able to enrich the position, towards a real relationship of listening of the needs of the customer.

In conclusion, professionals are unanimous in declaring that the human remains the most important added value for the customer, that it generates satisfaction and conditions the success of his hotel experience.

Opening :

DAVROUX Régine
Head of Training, University of Cergy Pontoise
HARRAULT Sylvia, David Campbell Trophy Manager at AICR,
Director of Hotel BAUME

To animate:

ANDRIAMANANTENA Valéria, apprentice receptionist,
Novotel Paris Center Gare Montparnasse
DENNERY Swannie, receptionist apprentice,
Sofitel Paris La Défense
HÉLIAS Anne, apprentice receptionist,
Best Western Plus Paris Meudon Hermitage
MARCAILLE Benoît, receptionist apprentice,
SZWEC Nicolas, apprentice receptionist,
Meliá Paris Vendôme

To debate:

BRULEY Julie, General Manager, The Hoxton Paris
DACOSTA TARTAR Amélie, Front Office Manager,
Maison Albar Hotel Paris Céline, finalist MOF 2015
DIOP Doudou, Night Auditor, Meliá Paris Vendôme
FERRAND Séverin, Associate Director,
UPSCALE HR CONSULTING
GOUSSIN Fabrice, CEO TABHOTEL
HARRAULT Sylvia, David Campbell Trophy Manager at AICR,
Director of Hotel BAUME
HENRY Caroline, Professor of Accommodation,
High School Hotelier Guillaume Tirel
LECOURTOIS Florence, Reception Manager, Hotel California
MAZZA Carole, Director of Human Resources, CitizenM Paris
MOUTON Bastien, Head of Reception and Member
of the Board of AICR in charge of Memberships



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Australia



Networking event at Little National Hotel Canberra in August

As AICR Australia continues to grow with our new President, Leon Yogaraj, consistently recruiting new members. It has never been a better time to be in the hospitality industry as new hotel brands are arriving to our shores every day!

With international flights now cheaper than ever, visitor numbers are forecast to reach 10 million by 2020. Tourism in Australia is booming, and a huge wave of new hotels are entering the market. Among many, luxury brands such as Shangri-La and Ritz Carlton, Mandarin Oriental, have opened this year or are currently in development.

W Hotel Brisbane West Hotel Curio Collection by Hilton Sydney

Our new committee members, Secretary Madison Groom, Treasurer Sevag Keroghlian and Webmaster David Utschink have been working closely with Leon to promote AICRAU and attract more talent to join front office receptionist roles in order to cope better with the future demand.

The Team at Brassey Hotel welcomed the next generation from high school to experience the hotel operations so that they

can choose to join our industry as they graduate. We continue to work closely with ICHM Swiss Hotel school & William Angliss Hotel School to attract more people to see hospitality as a career choice.

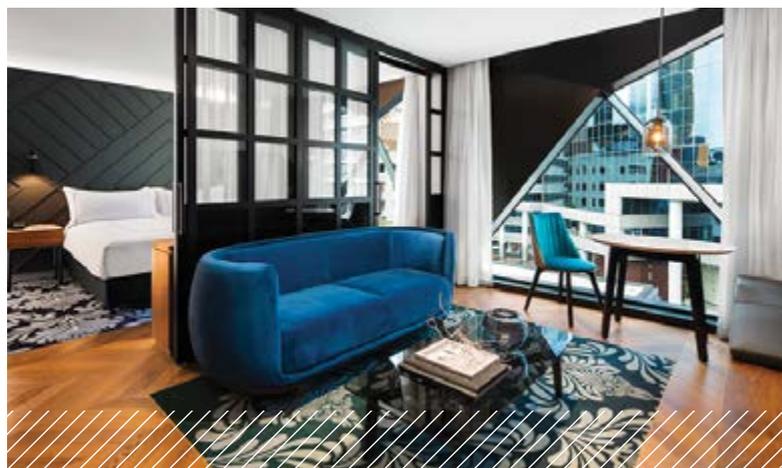
Little National Hotel hosted a successful networking event with the Capital City's Front Office professional, an event that welcomed Abode Hotels as the newest member of AICR's Australian Division.

Both Doma Hotels and Hyatt Hotel Canberra showed great success at the Australian Hotels Association Awards, with David Utschink (2017 ROTY Finalist) being awarded Best Front of House Employee 2018.

The Australian AICR Committee are extremely excited to announce their inaugural AICR Receptionist of the Year Gala Dinner. This event will be hosted at Hyatt Hotel Canberra on the 17th of November 2018. Here the Australian Receptionist of the Year for 2018 will be announced. With 14 event sponsors the Gala is aimed at attracting new AICR members, in addition to yielding funds to expand the Australian AICR division.



W Hotel Brisbane



West Hotel Curio Collection by Hilton Sydney

Congratulations to our winners from the state AICR Receptionist of the year competition 2018.

Mike Galvez from Burbury Hotel Canberra (Managed by Doma Hotels)

Leesha Rowley from Peppers Gallery Hotel Canberra. (Managed by Accor Hotels)

Julia Ciardullo from Ovolo Nishi Hotel Canberra

Lara Patel from Metropool Hotel Melbourne.

Aimee Standing from Crown Towers Hotel Melbourne.

And Victoria Phan from intercontinental Hotel Adelaide.

Congratulations and all the very best for the Nationals in November!



Visiting the William Angliss Hotel School for Q & A session



Doma hotels and Hyatt Canberra won awards at AHA ACT



Brassey Team with the High School students in ACT



Austria

Arrive and revive

The year 2018 was a very interesting one for the Austrian section, with plenty of events, gatherings and evenings full of networking and fun.

Our first event was held at the brand-new Hotel Zeitgeist where we received interesting information about Holidays on Wheels - Accessible Holidays and had a great tour of this beautiful hotel.

The event was followed by the international AICR Congress in Zurich, where we were so proud of Sandra Heimbürger (The Ritz-Carlton Vienna) who represented the AICR Section Austria at the DCT.

In March the Hilton Hotel Vienna hosted the AICR General Assembly and the new national committee was announced.

Together with the Les Clefs d'Or association of Vienna we had an exclusive after opening hours visit of the Belvedere Vienna - what a stunning evening that was!

At the wonderful Bristol Hotel Vienna we received an introduction to the newly

launched EU General Data Protection Regulations (GDPR) and received first-hand information on its impact and application to our industry.

At the beginning of Summer we visited 2 out of 3 Ruby Hotels in Vienna and we were invited to their great rooftop bar for some drinks.

One of our highlights in 2018 was on board of the MS Blue Danube for an unforgettable summer river cruise party.

Winiwarter Winery offered a great wine tasting at the "Winebank Wien" and then finally the long-desired Receptionist of the year event took place at The Ritz-Carlton Vienna on October 22nd.

The Austrian section is permanently growing and we are still working on spreading the AICR throughout Austria, therefore we are very proud to announce having signed-up new AICR members from Tirol and Upper Austria.

What a wonderful year 2018 and we are confident that the year 2019 will be even greater.





President

Sandra Hösl
Director of Rooms
InterContinental Vienna

Vice President

Soichiro Abe
Rooms Division Manager
SO/ Vienna

Secretary

Denise Bingler
Front Office Manager
Radisson Blu Style Vienna

Treasurer

Helmut Sommer
Self-employed and consultant
of AICR Austria



Côte d'Azur

Bonjour from Côte d'Azur!

We are grateful to our partners for their support all year long, allowing our existence and expansion.

2018 has been successful for our Amicale with great events in wonderful places we re-discovered such as Saint Tropez, Mougins, St Jean Cap Ferrat or Antibes, reflecting the large scale of our members

The Côte d'Azur section has also a member in Toulouse, allowing us to dream perhaps one day about an AICR Côte d'Azur - South of France section? We are always willing to get our Amicale famous through social medias integrated in the professional environment such as Facebook, Instagram and LinkedIn and we have designated a specific person from the committee to be in charge of new members recruitment.

The major event was the competition for the Cote d'Azur's Best Receptionist held on November 9th at the Hyatt Regency Palais de La Mediterranée in Nice. Our famous jury has elected Charlotte BIGORGNE, representing the Intercontinental Marseille Hotel Dieu -second time for this prestigious hotel after the election of Lior Saba last year !!

We have decided to innovate the Role play this year and only give key information about the hotel, the shift and the availabilities, and remind candidates that "Days never look alike at the Reception and one never knows what will happen next. You will discover the story the D-Day!!"

Charlotte is working as receptionist since 2015. Our previous winner, Lior,

Gained significant experience in the Intercontinental Marseille Hôtel Dieu since last year and is confirmed as Senior Receptionist.

This is what this competition does the best.

This year we also had 2 newborns in the Amicale! We wish them all the best, as to their parents.

Technically, we very much appreciate the opportunities the new AICR website offers and have worked hard with Nassima as to enrich and optimize its capacities. Our members are very much in need in terms of human resources, as we usually encounter an important turn over due to the season trends of the hotel industry on the Riviera. The partnership with Hotel Career conducted with Paris section was very positive and fitted well to our needs.

We now hope to transform the website on a truly working interface in between candidates and member's needs, as a privilege tool in their hands.

The main challenge in front of us seems to be to maintain variety of activities to our members in terms of places and environment: to propose them a convenient time schedule and find attractive venues for the dinners and cocktails. Maintain their interest and active participation is the objective of our everyday action.

We tend to continue proposing events as we did in Marseille last year and in Saint Tropez this spring, Along Côte d'Azur, from Monaco to Marseilles.

Thanks to the candidates, jury, hosts, amicalists and partners !



*Lior Saba Winner 2018 Intercontinental Marseille
Hôtel Dieu / Pascal Rahbé Rooms Division
Manager Intercontinental Marseille Dieu /
Charlotte Bigorgne Winner 2019 Intercontinental
Marseille Hotel Dieu / Véronique Baribaud
President AICR Côte d'Azur*



*Past congress Dinner Hotel de Mougins February
2018 / Georges Pradier : Past Président /
Véronique Baribaud : President AICR Côte d'Azur /
Jean Jacques Poulet : Past President*



Hotel De Paris Saint Tropez March 2018



Cap d'Antibes Beach Hotel June 2018



*Hotel Royal Riviera Saint Jean Cap Ferrat
September 2018*



*Gala Dinner Hyatt Regency Palais
de la Mediterranée November 2018*

New Zealand

AICR New Zealand has had a great and at the same time an interesting year. With the success of Tim Gordon's runner-up placing at this year's David Campbell Trophy (DCT), the profile for AICR New Zealand has gone from strength to strength with various hotels and hospitality suppliers showing interest and providing assistance to the Association.

Our Association continues to grow in profile although our memberships have taken a slight decline due to key players within the Association moving abroad which has affected our membership drive in certain areas of the country. In saying this, we have managed to secure various Regional delegates who have driven the message of our Association with their respective regions, in particular regions such as Rotorua, Wellington, Christchurch and Queenstown. We have managed to secure more sponsors who have been real contributors towards the Association. Thank you to Reivernet, Coop Taxis, ARA Institute, Astro Hospitality and DE Group for partnering with us which has made a significant difference to our operation.

Initiatives we introduced this year were the AICR Front Office Party which saw 80 Front Desk staff from various hotels attend. This night was a great success and we are now looking at hosting bi-annual events, the first on International Receptionist Day 2019 and the other to be held at the end of the year.

Our Receptionist of the Year competition started in October, in which we are proud to announce Ms. Carmen Leong from Skycity Grand Hotel the winner of the Terry Johnston Award for 2018. As the New Zealand Receptionist of the Year winner she is now preparing for her upcoming trip to compete in London for the coveted David Campbell Trophy in association with Gold Key Media.





Czech Republic

25th anniversary



It is unbelievable that the Czech AICR Amicale celebrated its 25th anniversary in 2018.

In fact, it was founded in December 1992 in Prague and was accepted as an official member at the International Congress of AICR in Budapest in 1993.

It with pride that we remember the appointment of one of our members JUDr. Vaclav Vitek as International President in 1999. Meanwhile, Prague has held two international AICR congresses in 1997 and 2012. At the 2005 ROTY in Basel, our competitor Pavlína Hejdová from the Four Seasons Hotel Prague International won the David Campbell Trophy Competition.

During the 25 years of our Amicale, our association reached a lot for such a small country that has begun to shape itself after the revolution of 1989 and has begun to learn to discover tourism and the associated hotel industry at the highest level. Today, in Prague itself, there are more than 275 4 Star and 5 Star hotels with representation of some of the most prestigious international hotel companies and brands.

Nowadays our membership base is around 30 members. We meet up to 7 times a year at both formal and informal meetings during the year in Prague, as well as other places in Czechia.





During 2018 the following events took place:

Annual meeting in Karlovy Vary

Meeting of members at OLSANKA HOTEL, Prague

Meeting of members at GRAND HOTEL BOHEMIA, Prague

National Round ROTY 2018 competition at the VIENNA HOUSE DIPLOMAT PRAGUE HOTEL

Celebration of the 25th Anniversary at the OLSANKA HOTEL

Meeting under the Christmas tree, Old Town Square Prague – a traditional moment to gather and sing Christmas carols in true Amicale spirit.

Miss Denisa Push from the Prague hotel CARLO IV

will proudly represent us at the international round of the David Campbell Trophy competition in London 2019.



Estonia

Year 2017 was really great for AICR Estonia. 2018 in that sense has been a little milder because it has been more difficult to bring people together. Not because members have lost interest but mostly because all face a shortage of manpower in their sector which has an adverse effect on their availability to meet. The situation is critical with many service oriented businesses closing their doors.

This is an everyday challenge but despite that, we have still had a few Association gettogethers and it is always nice to see Amicalist's smiling faces.

At the beginning of this year we had a great chance to have a preview of which is probably the most luxurious hotel in Tallinn - The Park Mansion, that opened its doors later at the end of spring. This was truly something different from the current portfolio of hotels we have in Tallinn. Run by a true professional Daniel Fanselow with lots of international experience. This hotel will become one of the nicest hotels to stay in.

One of the main events of the year was the International Congress in Zurich this year. Our candidate from Estonia was Eliise Allingu, a lady with only a few months of experience when she won the national competition two months earlier. Even though she did not make it to the top 3, we feel she did very well at the David Campbell Trophy competition. Regardless of the result it is always a great experience for the candidates, especially if you are competing against colleagues working in the best hotels from around the world. It is a real pleasure to see that the Amicale is growing not only size wise but also evolving as an Association, so a great praise to the international committee and all the other members who are working

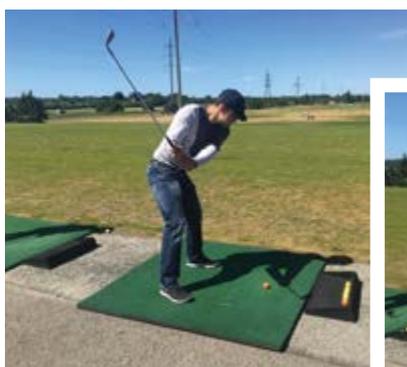


hard to educate, mentor or help members become greater in what they do.

After the International Congress we held our annual Association general meeting which was focused mostly on the information gathered from Zurich but also on the plans for this year. Unfortunately, Christoph who played a great role as one of the secretaries in our section moved abroad and was not able to take part anymore. Luckily Kairi Jürisson from Tartu, the second biggest city in Estonia, took his place and has helped us throughout the year since.

During the summer we once again went to play golf in another ground in Estonia and also visited the newly opened Metropol Spa Hotel which is one of the nicest and most modern spa hotels in Tallinn.

On November 7th we held our national AICR Receptionist Of The Year competition with 10 Candidates. We had a full day of fun and laughter not to mention finding great solutions in many of the role plays. By the end of the day we had 2 very strong candidates whose results were only 2 points apart from each other. This year's Estonia's winner is Mr. Rauno Pöld from the Radisson Blu Sky Hotel. He showed great empathy and managed very well the situation he faced during the role play. Rauno will be representing Estonia at the David Campbell Trophy competition held in London next year and as a main prize he will be also attending AICR Leadership Certificate course in 2019.



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Based in Paris, we serve clients and candidates worldwide. A proud sponsor of AICR Paris, we have also been AICR members for many years

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Germany

2018 has been a very challenging year! But it has been nonetheless full of excitement, thrill and successful achievements.

First, we went to Zurich for an awesome AICR international congress – many thanks to our esteemed colleagues from Switzerland for hosting us!

Our ROTY-Winner 2017 Cornelia Mellinghoff took part in the David Campbell Trophy 2018 among many other very talented young receptionists. We were very proud of every candidate but naturally first of all of our Conny!

Shortly afterwards we already had the next opportunity to be proud: Our president Miriam Ziemer received a leadership award from the international president Darin Davies for leading the AICR Section with the biggest growth in membership in the past years. Congratulations Miriam!

To continue this successful work we held throughout the year a few small to mid-sized regional meetings. These meetings took place in various hotels within the cities of Hamburg, Berlin and Munich.

Midyear our president Miriam Ziemer took part in an Interview with Thomas Munko, the Clefs d'Or president for Germany, for the Clefs d'Or Magazine. They discussed the future of the hospitality industry and thought about more cooperation between our two organizations.

In October we held our annual meeting exactly in the middle of Germany, the City of Kassel. We had a successful meeting with a lot of exciting discussions and an interesting presentation from our sponsor Goldkey Media. Overall it was a great weekend!

And finally, in November we enjoyed our highlight of the year 2018: The ROTY for the AICR Germany took place in the Brenner's Park Hotel & Spa in Baden-Baden. Frank Marrenbach, CEO of the Oetker Hotel Collection and GM of the Brenner's Park Hotel has been a really caring and generous host for the AICR and we are very grateful for that! After the pre-selection during which the candidates had to apply with a self-introductory 2-Minute-Video. It was then left to ten young and very talented receptionists to compete against each other. It was so exciting to see how much potential there is among the hotels despite sometimes the rather negative image that surrounds the hotel industry in Germany. Our winner is Marcel Siriwardena from the Mandarin Oriental Munich – a young man for a change. We celebrated his success with a very glamorous gala dinner at the Brenner's Park Hotel & Spa. Once again, many thanks to Frank Marrenbach and his team!

And because 2018 has been so full of excitement we are very much looking forward to 2019 together with the AICR and all of you!





Italy

2018: what a fantastic & memorable year for AICR Italy!

It all started at the International AICR Congress in Zurich: after 23 years of efforts, AICR Italy finally won the David Campbell Trophy and this, thanks to the extraordinary performance of Valentina Ventura. Thank you, Valentina, Italy is very proud of you!

Home to Valentina Ventura, the Hotel Aldrovandi Villa Borghese, Rome, hosted our Association annual general assembly on 17th March; perfect time and place to discuss the action plan for the year and leverage on Valentina's victory.

Quite a few Amicalist engaged their teams in celebrating the Receptionist Day on 9th May and shared their experience and pictures on Social Media.

In cooperation with the International AICR Committee and their appointed Network Developer, Egidio Marcato, huge efforts have been made to increase membership numbers, with a special focus on Northern Italy and Milan in particular.

A dedicated AICR recruitment event took place on 2nd October at ME Duca Hotel in Milano. Although attendance was lower than expected, a quite encouraging outcome is noticed with continued positive feedback being received and a few new members joining the Amicale.

AICR Italy attended the Hospitality Day event in Rimini on 9th October, highlighting their presence in a dedicated, reserved space, which helped increase awareness and exposure.

The Receptionist of the Year Competition scheduled on 22nd November at NH Collection Palazzo Cinquecento in Rome will complete the picture of our activities for 2018.

Let's see whether our candidate, under the guidance of Valentina Ventura, will be able to keep the David Campbell Trophy (DCT) in Italy for a second year in a row.





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Paris



Bonjour from Paris!

Another wonderful year for our Parisian AICR section. Many great events held throughout the year, with new members joining in as well as new partners!

A real focus has been put on recreating a fully functional committee in order to continue to develop to its fullest potential AICR Paris. Indeed, we are happy to announce several new comers on board our committee, all joining with fresh ideas and a true motivation to drive our Parisian section to new heights.

This year we also had the pleasure of hosting our annual David Campbell Trophy in a magical setting at the Shangri La Hotel Paris. The evening was a success with an impressive performance by Le Meurice Hotel bringing home both first and second place ! The AICR Paris will be proudly represented in the international David Campbell Trophy 2019, in association with GoldKey media, by Estelle Niveau from Le Meurice.

For the past 10 years now, Paris has been holding in parallel with the professional David Campbell Trophy, a Junior Trophy for students. This year, and thanks to the dedication and constant involvement of our Trophy coordinators, we decided to up the stakes. The winner and runner-up of this year's competition will be representing France in the category Hotel Receptionist of the 2019 WorldSkills Competition. We proudly support our David Campbell Junior Trophy 2018 winner Eugénie Ledent as well as her runner-up Pierre Mahon in this exciting adventure.

Looking very much forward to what 2019 will have to offer, we would like to take this opportunity to extend a sincere and warm welcome to all that makes our Parisian section the success it is; thank you to our partners for being such a great support in allowing us to develop and grow our association and thank you to our members for giving us the passion and motivation to thrive as a professional Amicale.



Is your team ABselling™ already?

ABselling™ ~~UP~~selling

Attribute Based Selling is a much talked about concept these days. The idea is to stop defining and selling rooms by category. Instead guests select the attributes they want, such as a king bed with a sea view and a spa bath, with each attribute having an add-on price to the base room rate.

It gives hotels the ability to offer guests lower prices on specific attributes, however they increase revenues due to a higher conversion. No longer limited by conventional room type combinations, it creates opportunities to provide more guest customised products, combined with increased pricing flexibility.

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This will change the industry and offers early adopters a competitive advantage, with the opportunity to refine their products, revise pricing, and ultimately maximise revenue. However, significant systems and operational changes will be necessary, as well as a hotelwide re-thinking on how rooms are sold beyond categories.

At the Front Desk, selling these attributes can be implemented right now, with no negative impact on your daily operation, and no investments in technology required.



We all know that in most hotels there are rooms within a category that are better than others. They have additional attributes, such as unique views, more space, or the best location. There might not be enough of these rooms to justify creating a new category in your PMS, but the demand for these attributes exists.

We can help you identify the attributes guests are willing to pay for, and your team will learn how to recommend the room that has the attributes they are looking for.

ABselling™ is an additional opportunity for your reception team to generate more revenue, enhance the guest experience and boost your team's motivation. Once again, it's all about The Right Balance!



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Poland



Polish section of AICR was founded in 2016 and from its early days was very active. Only few months after the section got established, the Amicale was already associating with over a dozen of hotels. Shortly after our Amicale managed to organise successfully the 1st edition of ROTY competition in Poland with 16 participants and successfully repeated the year after. During those two years we gathered enough information and practice to proudly host the next AICR International Congress in 2020, in Warsaw.

Year 2018 turned out to be very busy for us – three 2-day quarterly AICR Polska gatherings, hours of interesting training session and workshops, co-operation with partners, first initiatives in hosting AICR Congress 2020 and many, many more.

The objective for 2018 was to provide the possibility to our members to socialize and network by gathering them three times that year. All gatherings were hosted in Warsaw in hotels such as: Hilton Warsaw Hotel & Convention Centre, Holiday Inn Warsaw City Centre and finally H15 Boutique Hotel and its beautiful restaurant called “Signature” - The Signature Restaurant is located in the H15 Boutique building – winner of first prize in the Trip Advisor Travelers’ Choice awards for Poland, ranked as Hotel of the Year 2015 by Playboy magazine, recommended in 2017 by Forbes magazine and in the latest Michelin Guide.

It is worth mentioning that our gatherings are not only about fun - during each of the quarterly gatherings we spend one whole day to develop ourselves. We always meet over the weekend so the members from different cities can get together. An entire Saturday is dedicated to our development – in this area, 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 which we would like to thank – WH Consulting and Hoteliers Hunters. During their training sessions, we learn about building loyalty in hospitality, about marketing and importance of understanding the way of thinking of new generations who will soon be entering the job market.

Elavon – our strategic partner – is the company looking after one of the most important aspects of operation of any enterprise



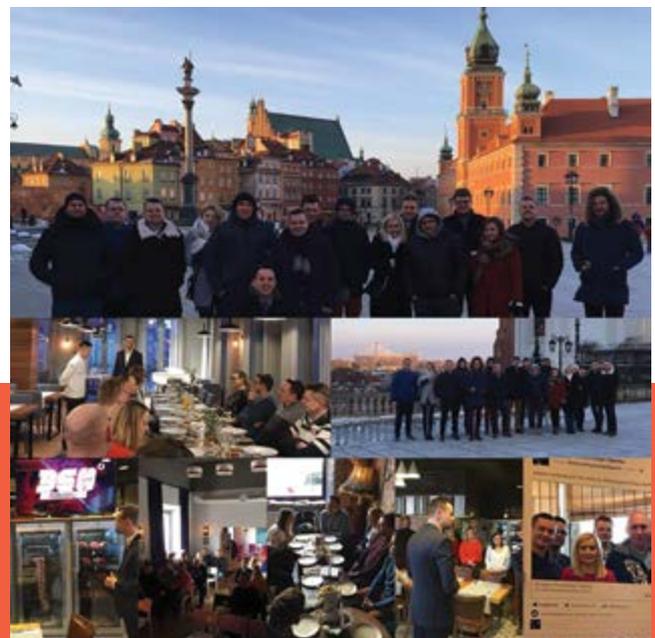
- handling credit card transactions. Therefore we are really pleased that their representatives joined us to share the most up-to-date information and whenever needed they helped us out with the day-to-day challenges we have at work. When speaking about our partners, we have to mention Rafal Jablonski - the owner of VIP Service - the company organizing limousine transfers and private tours and One Day Tour who is our new partner in 2018 a team of enthusiasts, who created a company which aims to 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 makes every trip special for every hotel guest.

At the end of the year 2018 it was the time for the pre-selection of candidates for the ROTY Poland competition. We managed to attract the top 10 receptionists from different cities, who then participated in the final which took place in beautiful Warsaw (thanks to the hospitality of H15 Boutique Hotel). For the second year in a row we had our special role-play actors - Yannis Gerasimidis - the General Manager of Continental Hotel in Lausanne and Barbara, his wife who joined us from Switzerland, who kin-

dly agreed to be the grumpy guests in our ROTY role play and who brought a special prize for the winner, a Bucherer Watch!

Winner of the 2018 Receptionist Of the Year title went to Aleksandra Iwanowska - from a landmark hotel in Sopot - the Sofitel Grand Sopot. She was very moved during the Gala Dinner, when Yannis - our guest of honour - presented her with the special trophy - a trophy he brought over all the way from Switzerland and which was produced by the renowned Swiss jeweller - Bucherer - the manufacturer of the Swiss ROTY trophy. Both ROTY participants and AICR members had a great evening and were partying till late in the night.

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 2018, we managed to gather over 30 members and in 2019 our goal is to gather over 40 members.



Qatar

Our AICR Qatar section has been on such an interesting journey since its inception in November 2015.

Our Executive Committee had the pleasure to start this journey with the establishment of the first AICR Qatar section thanks to the wilfulness and the vision of our former President Mr Ahmed Kamel.

Over the last three years our Amicale has seen many achievements:

We have represented Qatar at the David Campbell Trophy (DCT) events of 2016 in Vienna, Paris in 2017 and Zurich in 2018

Our ROTY 2017 winner, Ms Pamela Munzara, came 2nd runner up at the DCT in Zurich 2018

Our Amicale has grown so fast, from 15 members in 2015 up to almost 50 active members in 2018

The reputation and the great results of the previous years allowed the AICR Qatar Association to be fully sponsored and supported by the Qatari National Tourism Council (NTC)

As every association, with the passage of time and with all the changes within our hectic, hotelier market, AICR Qatar achieved another milestone along the way.

In July 2018 the Amicale presidency moved, with great pride, from Mr Ahmed Kamel, Director of Rooms in InterContinental Doha the City to Mr Kerolos Habib, Director of Rooms in Marsa Malaz Kempinski. Mr Kerolos has been a strong support of our Amicale since the very beginning, holding different positions over the years: starting as AICR Web Master, then Events Coordinator and last year, Vice President. We are very honoured to have him as new President.

With energy, passion, positivity and long vision, Mr Kerolos has reviewed the executive committee roles and functions and assigned the following responsibilities to:

Membership: *Bassem Ekramallah*

Events: *Hamza Moukarram*

Sponsorship: *Annabelle Gutermuth*

Social Media: *Maia Metreveli*

Treasurer: *Patrizia Pellegrini*

Development: *Yasser Ahmed*

With his new team, Mr Kerolos started an exciting and successful preparation for the 2019 International David Campbell Trophy (DCT). Which ended, Sunday 11th November, with the crowning at the enchanting Venezia Ballroom of the Marsa Malaz Kempinski, of the Qatar 2018 ROTY winner, Ms Joera Kitane from the Marriott Marquis City Center.

Our journey will continue with another important global event, that is the planning and the hosting of the AICR International Congress in 2021. We are confident that with Mr Kerolos commitment and the Association Executive Committee we will achieve even greater recognition of our Association sector within the international AICR community.

Our Amicale has always been a meaningful way to reach out, not only through a professional organisation but through a life-long fraternity among international members. We strongly believe in our common vision and are confident that with Mr Kerolos new guidance, our Amicale will take up the challenge to show how a small community can do a lot for our International welfare.

See you all at our AICR International Meeting in London 2019.



Singapore

Hospitality ABC network

ARDE is part of the Hospitality ABC Network, which is a 22-member network that was launched on 31 January 2018 to deliver bite-sized training to hospitality professionals. The network was initiated by the SNTUC (Singapore National Trades union Congress) and supported by Singaporean; Unions (including the Food, Drinks and Allied Workers Union), employer, business and profession-based associations, leading hospitality training institutions and government agencies. The collaboration aims to equip hospita-

lity professionals with “accessible, bite-sized competencies” training so that they may take on higher value-added roles, and keep pace with the industry’s transformation. The network will also empower hospitality professionals with the flexibility to select what to learn, and how to learn – be it through online lessons, face-to-face classes or hands-on sessions. Such “bite-sized” training programs lasting no more than two to three hours are delivered on location, and give employees the opportunity to upgrade their skills without missing out from work.



Skill-gap study on front office professionals

From September 2017 to June 2018, a study, supported by the Singapore Tourism Board, of future skills and career pathways of Front Office Professionals was conducted by ARDE together with the SNTUC and the Food, Drinks and Allied Workers Union. Findings from the study will provide insight for current and future plans in the areas of; training, career development and human resource practices.



Sharing on skill-gap study



During the nine months journey of the Skills-Gap study, focus group discussions, online surveys and face to face interviews were conducted. Based on the insights from the study, key pain points of our profession were shared. Also, how technology could be introduced to assist Front Office with pre-arrival to post stay and how the “Evergreen Skill” could be applied in a future-directed, technology-rich environment.



The Association of Rooms Division Executives in Singapore celebrated their 27th Anniversary at the Grand Copthorne Waterfront Hotel, on 31 October 2018. The theme for the event this year was “Halloween”, and saw more than 440 members, partners and guests attending the event.

The night kick-started with the Alcatel-Lucent Enterprise Challenge ROTY Finalists been welcomed, followed by an opening dance, led in by Douglas Heng from The Ritz Carlton Millenia Singapore, winner of the 2017 Alcatel-Lucent Enterprise Challenge ROTY.

Following was the presentation of certificates for all ROTY Finalists and tokens of appreciation to the Judges and Role Players. The event ended with interactive games and highly anticipated lucky draws.

With Singapore Hotel Association (SHA)’s support and partnership with Peak Hospitality Solutions, Front Office, Reservations, Housekeeping and Concierge Best Department Awards, recognised for delivering high service levels, were presented to the Luxury, Deluxe and Superior hotel categories as follows:

| | |
|---|--|
| <p>Superior Hotel</p> <p>Best Front Office Department Best Concierge Department Best Housekeeping Department Best Reservations Department</p> <p>Deluxe Hotel</p> <p>Best Front Office Department Best Concierge Department Best Housekeeping Department Best Reservations Department</p> <p>Luxury Hotel</p> <p>Best Front Office Department Best Concierge Department Best Housekeeping Department Best Reservations Department</p> | <p>Amoy Hotel Park Hotel Clarke Quake Park Hotel Clarke Quake Four Points By Sheraton Singapore</p> <p>Rendezvous Hotel Rendezvous Hotel Rendezvous Hotel Marina Bay Sands Singapore</p> <p>The Fullerton Bay Hotel Pan Pacific Singapore Pan Pacific Singapore Sofitel City Centre</p> |
|---|--|

One of the key highlights of the event was the announcement of the Winner of Alcatel-Lucent Enterprise Challenge Trophy, Receptionist of the year (ROTY) 2018.



1. Winner

Amanda Koh from Pan Pacific Singapore,

2. 1st Runner up

Vivien Lee from JW Marriott Singapore South Beach

3. 2nd Runner up

Grace Huang from Mandarin Oriental Singapore

Spain



It has been an emotional, eventful and tough year for AICR España. As you will now see, we were not able to attend the London Congress and therefore not send a ROTY candidate to compete with you all.

We had our Congreso Nacional AICR España, in Cádiz, in November. This trip three-day event included a trip to the historic Pueblos Blancos, lunch on Nahu Beach and of course our own National Congress. There were many things discussed about the future of the AICR and current state of hospitality. I feel it was a productive meeting and a most successful weekend.

Our membership is less than we had last year. Many hoteliers have retired and are no longer active. That said, the members that remain are all aligned and dedicated to getting the Association back to strong numbers and competing for the title of Best Receptionist of the Year once more!

2019 will be a great year for us. We are already well established in Madrid and so our action plan is to focus on new members from hotels in secondary cities. We have decided to start with La Coruña, Valencia, Sevilla and Malaga. In these cities our hotel managers are young, proactive and we have very good relations with them, and they can help us. In these cities, we will sponsor the contest the best receptionist in Spain, then each city will contest against each other to find our national winner. We will start in Spring and then finish the process in October.

Of course, having a winner from the Vienna Congress of 2016, Sofia Barroso, helps inspire our Receptionists to join the association and gives them hope to compete. With her help and the rest of the committee: Nuria Sánchez (President), Eduardo González (Vice-President), Marisa Vizoso (Administration) & Samuel González (Secretary) we will return strong in Warsaw with a brilliant candidate.



Hasta Polonia y abrazos a todos

Nuria.

Switzerland



Passport for the International Competition of the Best Receptionist.

The Swiss branch of the Amicale Internationale des Chefs de Réception et Sous-Directeurs des Grands Hôtels (AICR), has organized their 24th edition of the Bucherer Trophy. Fifteen candidates, receptionists coming from renown Hotels across the country, were able to show their skills and fight for the title of Best Swiss young receptionist 2018. This year, the event was taking place in the spectacular Gstaad Palace, from the 6th until the 9th of September 2018. The Bucherer Trophy experience started on Thursday, September 6th with a workshop for the candidates. The workshop, delivered by Mary Jane Flanagan, founder of MJInspire Ltd, was done initially to prepare the students for the next day challenges. The actual competition started from 8:00am on Friday, September 7th. Candidates had the occasion

to present themselves and to expose their motivation as well as plans before starting a challenging role-play, testing their abilities to deal with demanding customers or unusual and stressful situations. The written exam took place at noon and the rest of the candidates were performing their role-plays in the afternoon.

AICR members had the occasion to participate to a workshop around the “Digital Hospitality Leadership” delivered by Daniel Plancic, from Swiss Hospitality Solutions, one of the Amicale’s valuable sponsors. A get together casual dinner took place in the Gildo’s Ristorante to enjoy a typical fondue with a friendly and warm atmosphere.

The Annual General Assembly took place on Saturday, September 8th, were AICR members had the occasion to gather and discuss about the news and future plans



for our Amicale. After some free time in the afternoon for sightseeing or shopping in Gstaad, the candidates and Amicale members were meeting at 6:30pm for the legendary black-tie gala diner in the Gstaad Palace in the Salle Baccarat. During the evening in this amazing setting, la Maison Bucherer, the prestigious and loyal partner of the AICR since the creation of the trophy in 1995 handed over the coveted trophy and others prizes to this edition winner. Lara Burton from the Four Seasons Hotel des Bergues, won over the Jury with her genuine smile and became the Best Receptionist of Switzerland 2018. She was followed closely by Paul Gosselin, from the Gstaad Palace, as first runner up, and Marina Jakovljevic, from the Storchen Hotel Zurich, as second runner up. The Jury awarded a special "coup de coeur" price to Kim Alleman from the Continental Lausanne. Lara Burton will get the opportunity to represent Switzerland in the International

finale competition in London from January 23rd to 27th 2019. During this International AICR Congress, the David Campbell Trophy will take place: the international version of the Bucherer Trophy. The respective winners of all the Amicale sections from all over the world will proudly represent their country and compete for the title of World Best Receptionist. Participating countries include United Kingdom, Germany, France, Austria, but also Singapore and New Zealand. The Amicale was created in 1964 in the South of France, and the Swiss section arrived 9 years later, in 1973. The goal is "to perpetuate the spirit of our Amicale, where human relationships are an endless source of inspiration, exchange and mutual support," as Najib Arayer, the AICR Switzerland President said. Another focus of the Amicale is to share the passion for hospitality to younger generation, through the Bucherer Trophy and think about the future of our business.

United Arab Emirates



ROTY Gala Dinner 2018 at Five The Palm



The Winner Kudzy being interviewed by our Social Media Master Yomi before the Final Round

The AICR UAE year 2018 started with the re-forming of the committee after the AGM in February 2018 at the prestigious Armani Hotel, where Lilly Freudmayer and Joachim Jacimowitsch retained the role of President and Vice President respectively for another year. The new committee formed comprised of some new (and old) faces which included Yomi Egbeleye, Front Office Manager of Renaissance Downtown who was appointed as the Social media and PR Manager and Olga Velceva from Palazzo Versace, re-joining the committee as ROTY Co-ordinator. Ankit Malik from Madinat Jumeirah was appointed to taking leads for membership and recruitment whilst Ibrahim Shousha from Park Hyatt Dubai took the responsibility of sponsorship management. Mabi, who was our ROTY UAE 2017 winner also became an integral part of the committee as he successfully launched the junior section of UAE Amicale which constituted of the

2017's UAE edition of the Receptionist of the Year Competition participants at the end of the year and is now the official head of our Junior Section.

During the year, the committee actively organized monthly networking events across various four and five star rated hotels in different emirates of the UAE during including Eastern Mangroves Hotel & Spa Abu Dhabi by Anantara, Westin Mina Seyahi Dubai, M Gallery The Retreat Palm Dubai, Aloft Deira City Centre, Hyatt Regency Creek Heights Dubai, Moevenpick Ibn Battuta Gate, Doubletree by Hilton JBR, Waldorf Astoria Ras Al Khaimah and Rove Downtown. We would also like to thank all our members for actively participating and making their presence felt at the networking meetups and all hosting hotels in 2018.

One of the highlight of 2018 was our ROTY competition in September, during which 35 amazingly talented candidates



The amazing AICR UAE Committee 2018



ROTY Candidates 2018 trying to grab the last years winner's trophy at the Workshop

enrolled. As in previous years, the first round was held at Media One Hotel, the 2nd round at Palazzo Versace and the final round was hosted by the Park Hyatt Dubai. Our Gala Dinner took place at the ballroom of the Five The Palm on the 14th floor with breath taking views of Dubai Marina and the Arabian Gulf, during which Kudzanayi Chigwedere from the Nassima Royal Hotel was crowned the UAE 2018 ROTY competition winner. Of course, AICR UAE would not exist without the generous and continuous support our sponsors Dhamani jewellers, IPS Valet Services and The New York Times have provided throughout.

One of the greatest successes this year for our section was the introduction of the Pre- Competition workshop which was held 2 weeks before the actual first round of the competition at the Renaissance Hotel Downtown. With nearly all candidates joining the three hours preparation workshop helping them to know what to

anticipate in the competition and prepare together for the challenging questions, presentation and role-playing that they would face.

Another great committee achievement was the success of our upgraded Social Media Presence with many live videos being posted to cover the Receptionist of the Year competition and introduce the candidates in a new light to the world which was positively received by our members and followers of our Social media accounts.

With 2018 coming to an end, we already look forward to the new year 2019 – with many new projects, ideas and events in the pipeline for our members and our association here in the UAE.



United Kingdom

On behalf of the AICR UK membership, we are thrilled to play host to this year's AICR international congress 2019.

As the United Kingdom continues to reel from the uncertainty of Brexit, it is more important than ever that hospitality continues to push and promote itself as a key industry within the British business sector.

The AICR junior membership initiative allows us to welcome 10 new young aspiring Hoteliers to our association. It is helping us to raise awareness of the many opportunities presented within the hospitality industry.

A common misconception among young people is that working in a hotel mainly involves dealing with difficult guests. However, there are many more of us lucky enough to love our work, so we need to find a way of communicating this to those who view hospitality less favourably.

With a rising number of European workers making the decision to leave the UK, one in seven work in the British hospitality industry. This cause for concern highlights the fact that we must do all we can to position hospitality as a viable career option among the younger demographic.

The AICR UK community was shaken in June 2018 when The Mandarin Oriental in London suffered extensive fire damage to their newly redesigned hotel which saw 36 hotel guests and 250 hotel staff evacuated, with a huge plume of smoke visible



across West London. The fire happened a week after completion of a £100 million refurbishment at the 115-year-old hotel, and was caused by the by-product of arc welding landing on felt lining. It took 120 firefighters six hours to extinguish it. The Hotel was forced to close for six months and faced with the dilemma of what to do with 600 staff the Mandarin Oriental came up with the charitable initiative to "give back" to the community. Some had taken extended leave or roles at the group's overseas hotels and around 400 were working for London charities as repairs were carried out. Thankfully the hotel has reopened, smarter and more elegant than ever before, a true jewel in the London hotel scene.

The capital ranks number one in the world for hotel investment. 18 new Hotels opened their doors with big names such as L'Oscar with its Saint and Sinners concept, The Great Scotland Yard Hotel, the

redesigned Belmond Cadogan under the helm of AICR International past president Klaus Kabelitz and, of course, our host hotel, Kimpton Fitzroy London - all resetting the benchmarks for service, style and excellence.

Special thanks goes to this years AICR Congress committee for the painstaking hours they have invested to ensure its success. On a personal note, I would like to pay special tribute to Corinne Bellaby

who has invested her full time on both the AICR UK committee and the Congress Committee. Without Corinne's continued help and support, we would not be where we are today - thank you!

From all of us representing the AICR UK, we wish the candidates the very best of success, we hope you enjoy your time in London and Scotland - Sláinte!



Sylvia Harrault

*from Finalist of the David Campbell
Paris to Hotel Manager and more!*



I did not choose the hotel industry by chance, but I avoided it for a long time at first. I have been lucky since my birth to listen to the stories of the Concierges Clefs d'Or, who have such a special relationship with the clients of the top Hotels. So when I finished my univer-

sity studies, I followed the family path. I started as a night shift operator and then as a reservation agent but I still missed this direct contact with the guests. It was when I finally got my first position in reception, at the Inter Continental Paris, that I was sure of my choice. The participation in the Trophy David Campbell in 1997, was the confirmation!

I had found my way and understood what could have encourage and motivated day after day, my grandfather, my uncle and my father! The satisfaction of making our guests happy!

When I went on with managerial positions, I also understood that I had to bring the same attention to my team as I do to my guests. I had discovered this job with passionate people, I wanted to transmit my knowledge and promote our profession.

My first introduction with AICR Paris was at the Paris Hotel School, Lycée Jean Drouant for the David Campbell Trophy 1st round. It seemed obvious to me that this professional friendship is linked with the teachers who train our future colleagues. My fascinating exchanges with the teachers of the hotel schools allowed me to better welcome my first trainees and thus begin to transmit my passion.

Seven years ago, I took over the organization of the David Campbell Trophy with Laurent Cathala, Teacher of Hotel and rooms Division at the Alexander Dumas Hospitality and Tourism High School, Strasbourg-Illkirch. Thanks to his expertise and professional mastery, I have been able to forge and develop the quality and value of the David Campbell Trophy.

We are proud to contribute to the lighting of the young receptionists and colleagues of our amicalists.

The teachers of Hotels high school in France and AICR Paris are constantly seeking to enhance our profession, which is why we immediately responded when the COET (Organizing Committee for Work Exhibitions) confirmed to us in 2013 that we could open a Class of receptionist to participate in the

prestigious Contest of "un des Meilleurs Ouvriers de France". To date we have been able to organize 2 competitions where 20 finalists have been able to highlight their career path and present Masterpieces that have appealed to their know-how.

When in 2008 Maité Audoux proposed to the AICR Paris to create the Junior Trophy, we could not imagine that we would find in many CVs the mention: finalist in the Junior David Campbell Trophy and that we contributed to confirm the choice that these young people to embrace the Hotel industry!

In 2018, the Junior David Campbell n selected by Worldskill France in order to select competition for the candidates who will take part in the Olympiad where the reception will be present for the first time in Kazan in 2019!

The success and interest in our competitions indicates that the receptionist profession attracts new generations. However we must listen to their expectations and those of our travelers.

The position of receptionist is more than ever a career path in a hotel career and as General Manager of a boutique hotel, I must regularly adapt my organization chart, and the tasks and responsibilities so that our young collaborators can live a complete learning experience and work towards the best welcome of the guests.

The number of hotels in Paris continues to grow and the service provided from each other and to satisfy an international experts in travel, must be constantly redesigned, as hotels need to differentiate their services.

Customers are looking for a unique experience, they want to be constantly surprised.

Is it not the challenge for the leaders of our industry to rethink the internal organizations of luxury Hotels by broadening profiles and skills?

At a time when the digital takes precedence over the administrative processes of the welcome, the reception staff will have to be recruited based on soft skills and personalities rather than a know-how experience, while respecting a pre-established professional standards.

This will be the challenge of the next three years, when the entire profession faces recruitment challenges!

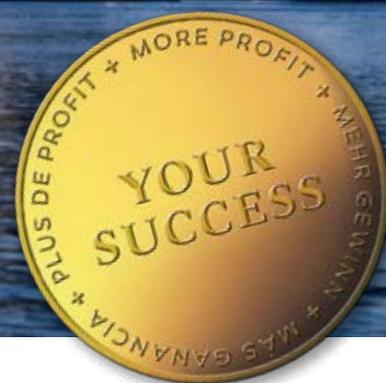
Sylvia Harrault

General Manager Hotel Baume, Paris
President of the competition "un des Meilleurs Ouvriers de France".
President of the David Campbell Trophy competition Paris



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UK HOTEL DEVELOPMENTS: A mixed start to the year

9,000 new bedrooms in London last year

Despite the growth in demand as visitors number to the capital continue to increase, London has seen a fall in occupancy and room rates in 2018 due to a significant number of hotel openings.

We are happy to report that our partners in London have secured their leadership in their competition sets and achieved a strong growth in 2018.

Elsewhere in the UK, hotels have enjoyed a positive year buoyed by increasing international visitors. Several

major cities enjoyed double digit growth year on year including Birmingham & Bristol (15%) as well as Newcastle, Manchester & Glasgow (over 10%).

Demand from traditionally strong markets such as the US, Germany & Australia continued to grow whilst several fast-growing markets, such as Mexico, Argentina & Spain all featured treble digit growth. Furthermore there was notable growth in travellers from Far East countries such as China, Korea & Hong Kong.

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