

Mövenpick Hotels & Resorts' top executives gather in Morocco for three-day business leadership event



Marrakech, Morocco, 13 April 2017 – Mövenpick Hotels & Resorts has flown 38 leaders from 11 of its properties across North Africa and the Middle East to Morocco where they are attending the firm's prestigious Business Academy.

This three-day intensive training event, which teaches its top executives invaluable business leadership strategies, is part of the company's ongoing commitment to training and development.

Mövenpick's President and CEO Oliver Chavy and Craig Cochrane Senior VP Human Resources opened the latest edition of the company's Business Academy, which is taking place at Mövenpick Mansour Eddahbi Marrakech Hotel & Palais des Congrès from 10th to 14th April. It involves participants from Mövenpick's hotels in Marrakech, Casablanca, Tangier, El Gouna, Gammarth, El Quseir, Sousse, Sharm El Sheikh, Accra, Cairo, Taba and El Sokhna.

"Our business is about people — the successful interaction between our employees and our guests — as we strive to create memorable moments that last a lifetime," Olivier told Academy delegates.

"To make this magic happen, it is essential that we inspire and engage our colleagues at every level, using innovative and thought-provoking training techniques that empower them to deliver excellence across every guest's touch point."

The 38 Academy participants are attending three workshops covering topics that are essential to Mövenpick's ongoing success: "Process-driven Strategy & Innovation", "Business Financial Acumen", and "Mastering the Leadership Code".

The leaders invited to attend these sessions are encouraged to discuss their views to gain a rounded perspective. Complementing training with idea exchange helps participants to devise strategies that ultimately enhance the guest experience.

"The Business Academy demonstrates our unwavering commitment to training, development and career progression and it's what sets Mövenpick Hotels & Resorts apart as one of the world's leading and most progressive hospitality firms," said Craig Cochrane Senior VP Human Resources.

Mövenpick Hotels & Resorts has staged Business Academy sessions over the last seven years, running events several times annually in locations across Europe, the Middle East, Asia and Africa where the company now operates 83 properties. Three additional Business Academy events will be taking place during 2017 in Dubai, Amsterdam and Bangkok.

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