

# FORWARD

BUILD & ELEVATE

AHLA Foundation's leadership development program, **ForWard BUILD and ELEVATE**, equips and empowers women in our industry to advance to the next level in their careers. The year-long program is open to all industry stakeholder groups and consists of a three-day practicum to be held *March 11-13, 2025, in Washington, D.C.*, followed by monthly coaching sessions and workshops to deepen learning. The program focuses on five areas of knowledge and skill-building, including:

EXECUTIVE PRESENCE    NEGOTIATION    ADVOCACY    CAREER DEVELOPMENT    NETWORKING

## BUILD PROGRAM

**WHO:** Mid-to-senior level managers, directors & new VPs

REGISTRATION: **\$3,150**

## ELEVATE PROGRAM

**WHO:** VPs, SVPs, GMs, with 12+ years of progressively responsible experience

REGISTRATION: **\$4,350**

### DO YOU KNOW A WOMAN IN YOUR ORGANIZATION LOOKING TO ADVANCE HER CAREER?

Champion your most promising female leaders, both mid-level and executive level, to help them achieve their full potential in hospitality.

**NOMINATIONS NOW OPEN!**

CHAMPION NOMINATIONS  
REQUIRED FOR ALL APPLICANTS

### ARE YOU A WOMAN WHO'S READY TO TAKE YOUR CAREER TO THE NEXT LEVEL?

Cultivate a strong leadership identity through the BUILD program or learn to balance power and influence through the ELEVATE program.

**APPLY NOW!**

SPACE IS LIMITED