YOUTH CAREER INITIATIVE

at the

JW MARRIOTT

BUCHAREST GRAND HOTEL
Marriott involvement in the community

We feel we have a special responsibility and role to play in helping our communities thrive. We want every Marriott community to be a better place to live and work because we are there.

Our philosophy inspires us to be good corporate citizens; we are committed to getting involved in our communities.

We have a tradition of supporting programs that put education and workplace training within the reach of individuals who face barriers to finding a workplace.
Youth Career Initiative Program

The program

- YCI enables international hotels to provide a six months education program for high school graduates from disadvantaged backgrounds.

- The program is designed to empower young people by providing them with the necessary life and vocational skills to expand the choices and options in their lives.

- Each program is tailored to suit the country and the needs of its youth.
Youth Career Initiative Program

The Host

♦ JW Marriott Bucharest Grand Hotel was the first Marriott hotel in Europe to launch the Youth Career Initiative Program on **August 30, 2004**, in collaboration with Leaders, the local NGO in the role of in-country coordinator.

♦ Program will end in March 2005, encompassing 24 weeks of theoretical and on-the-job training.
Youth Career Initiative Program

The Participants

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

The investment

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

Achievements – On the Job Training

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

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

Achievements – On the Job Training

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

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

## Achievements – Sample On-the-Job Training Schedule

<table>
<thead>
<tr>
<th>Student</th>
<th>Week 1</th>
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<th>Week 3</th>
<th>Week 4</th>
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*Note: BGT = Basic General Training, KTCH = Kitchen, STW = Stationary, HSK = Heavy Skilled, LDR = Light Duty, Rest = Rest Day, SAMEng = Sales, Purch = Purchasing.*
Youth Career Initiative Program

Achievements – Theoretical Education

- Was provided through weekly training sessions of 2-3 hours, representing in total approximate 40% of the total training hours of the program.

- Sessions were delivered by hotel management team, including all supervisory levels, from department heads and executive committee members to line managers and supervisors.
Youth Career Initiative Program

Achievements – Theoretical Education

♦ In total **30 managers and supervisors** donated 2 or 3 hours per month to facilitate training sessions to YCI students
Youth Career Initiative Program

Achievements – Theoretical Education

The training plan integrated already existing Marriott training materials and courses on subjects such as:

- Hospitality skills
- Customer service excellence
- Problem solving skills
- Telephone etiquette
- First Aid Basics
- Marriott operational standards and procedures
**Youth Career Initiative Program**

**Achievements – Sample List of Topics**

<table>
<thead>
<tr>
<th>#</th>
<th>Suggested Topic</th>
<th>Department owning the topic</th>
<th>Facilitator</th>
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<tbody>
<tr>
<td>1</td>
<td>Sales &amp; Marketing - Department Overview</td>
<td>Sales &amp; Marketing</td>
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<td>Basics of Hotel Sales</td>
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<td>Table Set-up Standards</td>
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<tr>
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<td>Restaurant Service Standards</td>
<td>F&amp;B</td>
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<tr>
<td>7</td>
<td>Beverages Training</td>
<td>F&amp;B</td>
<td>Restaurant Manager</td>
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<td>8</td>
<td>Event Management - Department Overview</td>
<td>F&amp;B / Event Management</td>
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<td>9</td>
<td>Kitchen - Department Overview</td>
<td>F&amp;B / Kitchen</td>
<td>Executive Chef</td>
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<td>10</td>
<td>Great Food, Safe Food</td>
<td>F&amp;B / Kitchen</td>
<td>Sanitation Supervisor</td>
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<tr>
<td>11</td>
<td>Henkel - Ecolab Training</td>
<td>F&amp;B / Stewarding</td>
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<td>Front Office - Operation Standards</td>
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<td>Bucharest as a touristic destination</td>
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<td>Budget Basics</td>
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</tbody>
</table>

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

- Communication
- Career planning
- Preparation for job interviews
- Negotiation skills
- Budget Basics
- Time Management
- Teamwork
Youth Career Initiative Program

Achievements

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

Family spirit at the JW Marriott Bucharest

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

Youth Career Initiative Program

Partnerships

♦ Students were enrolled in computer courses provided by ECDL Romania (European Computer Driving License), in total 120 hours per participant.

♦ Other companies in Bucharest supported the program as sponsors, offering their services and products: Xerox Romania, Amway Romania, BIC, Antilopa Romania, Daniel Ray.
Youth Career Initiative Program

The Graduation Ceremony

♦ On April 15th 2005 in the Grand Ballroom of the JW Marriott Bucharest Grand Hotel we will bring together people and organizations whose efforts made the difference for the future of the youngsters participating in this project.

♦ We will invite participants with their parents, government representatives, ambassadors, Marriott Senior Executives from Regional Headquarters, project partners (Leaders Romania, UNICEF), press representatives in an effort to further promote the program.
Youth Career Initiative Program

The Graduation Ceremony

- Participants will be awarded the Graduation Certificate that recognizes their learning and commitment to the program.