

PRESS INFORMATION

Taking training seriously.

At the Steigenberger Al Dau Beach Hotel, one certainly understands the importance of staff training - for the benefit of all stakeholders and to produce outstanding quality and service.

The hotel has teamed up with *Class Training Center*, a well reputed training company with offices in both Cairo and Hurghada. The most recent training initiative saw some 20 participants from the various hotel departments take part in a four day course on "Customer Relationship Management" (CRM). The proclaimed goal of the course was to further the hotel's CRM strategy - participants eagerly embraced new concepts learnt and showed themselves keen to apply the new tools in their day to day work and customer contacts. Other upcoming courses include "Integrated Marketing Communications" and "Emotional Intelligence". These courses are also open to the public. Interested parties should contact the *Class Training Center* directly.



Everyone is all smiles upon successful completion of the four day Customer Relationship Management course. Pictured 7th from left Karim Boushra, the hotel's resident manager, and 6th from right Nevine Labib, Managing Director Class Training Center.

Hurghada, June 22nd, 2008