

***Ladies In Hospitality* comes to Hyderabad**

The February 28th seminar presents the *female perspective* of Indian hospitality.

FEBRUARY 14, 2018, HYDERABAD: *Ladies In Hospitality* is the first serious look at Indian hospitality from the *female perspective*. At a time when equality in the community and the workforce is the #1 conversation worldwide, we invite all of Hyderabad's fast growing hospitality industry to come to this important seminar on February 28th at the IHM campus, Vidyanagar, Hyderabad.

The seminar is co-hosted by two of the city's finest professional hoteliers;

- **Mr. Veer Vijay Singh**, CEO & MD, Trance Hotels; *and*
- **Ms. Suchitra Naidu**, Director - Housekeeping, Group Planning & Co-ordination, The Park Hotels.

The business case for this theme, building up over a generation, is today at its strongest, in step with the competition for talent and the strengthening of equality and prevention of sexual harassment laws.



"This theme is essential to the future of the industry; to business owners and our professional colleagues. Sensitive and personal as it may be, it is a conversation whose time has come. There is no sugar coating this or brushing it off. As hosts, we will ensure the seminar focuses on viable solutions in a manner respectful to our female colleagues," says Ms. Naidu and Mr. Singh.

Launched in October 2017 at the AAHAR trade fair in Mumbai, *Ladies In Hospitality* is a national programme with at least nine events across India in 2018, starting with Hyderabad. The programme's purpose is to have these essential conversations and listen to the industry's voice on:

- Equal opportunity.
- A safe work environment.
- Better career prospects.

Everyone can attend. All professionals are welcome to attend, including male owners & senior HOD/management. There are two seminars on the same day; in the morning (10:30 – 14:30 hrs) exclusively for students, their parents & teaching faculty, and the evening (19:30 – 22:30 hrs) for professionals. Registration details are online at www.ladiesinhospitality.in.

The programme is ably supported by Hyderabad's top hospitality organisations:

1. Telangana State Hotels Association (TSHA).
2. Hotel & Restaurant Association of Telangana State (HRATS).
3. Professional Housekeepers Association (PHA).
4. iProfessional Housekeepers Association (iPHA).
5. Institute of Hotel Management (IHM).
6. Trinity College of Hotel Management.
7. International Institute of Hotel Management (IIHM).

The **Ladies In Hospitality** programme is owned & managed by *X Events Hospitality*. For additional details, contact: Alan D'Mello, alan@x-events.in, +91 99 2040 2412, +91 82916 77716.

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