

ASAP launches Leadership Academy with 2 Leadership Programmes in 2017

The Association of Serviced Apartment Providers (ASAP) - the not-for-profit trade body for the serviced apartment sector - is delighted to announce the launch of the **ASAP Leadership Academy** which will offer 2 leadership programmes which have been tailor-made for the serviced apartment sector.

James Foice, Chief Executive of the ASAP, comments:

'With the rapid growth of our sector our HR Strategic Think Tank Group has identified the many advantages of creating a dedicated Leadership Academy to give our members the opportunity to develop their skillbase and expertise as well as build connections with their peers at a senior level in the industry. We are launching the Academy with 2 leadership programmes this year.'

- **Tier One Business Leadership Programme** is targeted at senior leaders in the industry to include owners, directors and board members
- **Tier Two Executive Leadership Programme** is targeted at SME owners, senior managers and junior board members

ASAP is partnering with the specialist training organisation – **Forward Learning and Development** – who will deliver the programmes for the Association. Participants will complete one training module per month over a 7-9 month period (Tier One/7 months; Tier Two/9 months) and upon successful completion of the programme they will be awarded with special ASAP Academy certification. With a maximum of 12 participants per programme, this sector-specific training in small groups will maximize the opportunities for members to learn with and from their industry counterparts.

Foice continues:

'This is a fantastic new initiative for our sector which sees us delivering highly focussed training to develop our current and future leaders which specifically meet the needs of our serviced apartment sector. We're expecting a strong response from our members and plan to expand the programmes the Academy can offer in 2018'.

For further information visit the dedicated ASAP Academy section on the ASAP website:

<http://theasap.org.uk/asap-academy/>

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Background

ASAP: Association of Serviced Apartment Providers is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our 175 members own and operate over 100,000 properties globally. Our membership also includes 15 serviced apartment agencies committed to supporting and growing the sector. www.theasap.org.uk

ASAP News Hub: 'The Voice of the sector' - <http://hub.theasap.org.uk> - Our hub features all the latest news stories for the serviced apartment sector as well as interesting trends/insights in the wider travel industry.