

AHLA Foundation's premier leadership development program, **FORWARD / BUILD & ELEVATE**, prepares and propels women in hospitality to advance to the next level in their careers. The year-long program is open to all women in the industry and consists of a three-day, in-person practicum to be held *February 17-19, 2026, in Washington, D.C.*, followed by monthly coaching sessions and virtual workshops to deepen learning and growth. The program focuses on five development areas:

EXECUTIVE PRESENCE

NEGOTIATION

ADVOCACY

CAREER DEVELOPMENT

NETWORKING

BUILD

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

PROGRAM FEE: \$3,150

*Small group coaching sessions**

ELEVATE

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

PROGRAM FEE: \$4,350

*1:1 coaching sessions**



FORWARD is a movement to build community, develop leaders, and create game-changing events that advance women in hospitality. [Click here](#) to learn more.

Note: Program fees do not cover transportation or lodging for the practicum. Fees are also separate from FORWARD Conference 2026 registration. While conference attendance is encouraged, it is not required for program participation. Participants will receive a discounted conference registration rate.

How to Apply:

1. Applicant submits application form.
[Application Form](#)
2. Industry Champion submits nomination form. Learn more about the Role of the Champion [here](#).
[Nomination Form](#)
3. Application forms reviewed by AHLAF.
4. Applicant is notified of designation and submits formal registration upon acceptance.

New Application Deadline:
FRIDAY, DECEMBER 12

✉ Email forwardbe@ahla.com for more questions.