

AHLA Foundation's premier leadership development program, **FORWARD / BUILD & ELEVATE**, empowers women in hospitality to advance their careers. The year-long program begins with a three-day, in-person intensive in *Washington, D.C.*, February 8–10, 2027, followed by monthly coaching sessions and virtual workshops to deepen learning and growth. The program focuses on five key development areas:

INFLUENCE

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/27 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.

Application Deadline:
SUNDAY, NOVEMBER 1

✉ Email forwardbe@ahla.com for more questions.