



- ❑ 6 week long Hospitality & Bartending training programme
- ❑ Diageo in partnership with The Springboard Charity
- ❑ Charitable initiative aimed at young, unemployed adults aged 18+
- ❑ Over 100,000 graduates globally – approx. 1000 in Scotland
- ❑ 35 countries – GLOBAL exposure with Scotland being the first country in Europe to run the programme in Jan 2014
- ❑ 78% of UK participants will go into full time employment in the industry within 12 months of graduating

Learning for life course gives students a future

By Rajmund Bakonyi
Reporter
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TWO young unemployed people from Sauchie recently graduated from Diageo's Learning for Life programme.

Keira McKeown and Shereen Pyrah, both from the Wee County town, are now equipped with the skills to embark on careers in the hospitality industry after graduating from the programme on August 26.

They were joined by 11 other students from the Forth Valley when they celebrated graduating from the six-week course with their families at the Golden Lion Hotel in Stirling.

Head of alcohol in society for Diageo GB and Scottish Beer & Pub Association president Mark Baird said: "I'd like to congratulate all the Forth Valley graduates for the hard work and dedication they have shown during



Diageo Learning for Life graduates

their participation in the Diageo Learning for Life programme. "This is the fifth Diageo Learning for Life programme we have delivered in the Forth Valley area and it's great to see the

graduates so motivated for their future careers. "The hospitality industry offers excellent opportunities for young people with passion and drive which these graduates have in abundance and we

placements including Inglewood House and Spa, The Inn in Tullibody, Stirling Highland Hotel and more. The course was delivered by the Springboard Charity, the drinks company's specialist training partner. Springboard programme manager Isabel Howden added: "The Diageo Learning for Life programme helps deliver valuable skills and confidence to young people looking to get back into the world of work."

"The students leave the programme with sought after qualifications and skills which help make them attractive candidates to employers in the hospitality industry. "It is a pleasure to work with Forth Valley students and particularly rewarding to see how life-changing the Diageo Learning for Life programme can be. They have shown great enthusiasm in each element of the programme. It is amazing for everyone involved to see them progress."

are all looking forward to seeing where this next step takes them in their careers. "As part of their training, the students undertook two weeks of work experience in the area at estab-



- ❑ **What we need from you:**
 - ❑ Offer a 2 week 'Live Training/Work Experience' placement
 - ❑ Consider candidates for open vacancies
 - ❑ ***N.B. If you offer a placement, we will ask for a copy of your Employers Liability Insurance***

- ❑ **The benefits to you:**
 - ❑ Recruiting well trained, qualified members of staff
 - ❑ Working in collaboration with Diageo and it's training partners
 - ❑ Supporting a dedicated Hospitality charity
 - ❑ Helping develop the next generation of Hospitality staff

Please contact me directly to get involved:
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Workshops:

Teamwork, Team Building & Communication
Building a Digital Profile
Self Management & Work Attitude
Confidence & Assertiveness
Planning & Organisation
Mindfulness & Self Reflection
Social Media for Personal and Business Use
Drink IQ
Emotional Intelligence
Bar Back Challenge
Responsible Drinking Ambassador
Whisky Experience Day including Distillery visit

Qualifications

BIIAB Scottish Certificate for Personal Licence Holders
BIIAB Level 2 Food Safety in Catering
WorldHost: Principles of Customer Service

Practical

Micro Service Skills Sessions including:
perfect serves, pouring measures, carrying trays, glassware and glasswashers, Diageo Bar Academy, cleaning, taking orders, using tills, Wine, Diageo Beer Academy, Barista, Cocktail Masterclass