The Executive program of the Aruba Certification Program (ACP) is designed to give business owners and general management of direct (and indirect) tourism related companies an insight in the program in order to relate to the experience of the certified staff and recognize the value of the program for your organization.

During the Executive course, the highlights of the regular program will be addressed to develop a better picture of what Aruba has to offer and how each and every individual can contribute to create the experience of a lifetime. Excellent customer service is one of the keys to success in today’s competitive service sector. This course aims to help professionals explore different ways to provide excellent customer care, thereby improving the customer experience.

The main goal is to ensure that visitors keep coming back and/or talk about their experiences in such a way that they inspire others to visit as well.

The popular educational program has certified over 3,000 people under the promotion of ‘Mi Compromiso’. The certification program was developed in 2011 to address the need to invest in the people’s island knowledge and refresh the service skills that are so important in an island driven by tourism.

ATA is now the patron of the program, and in the last years has invested to update the program to make it fit the needs of the industry and visitor base.

**Date & Time**  
Wednesday September 21st, 2016  
8.00 am - 4.00 pm

**Location**  
ATIA, Pedro Gallegostraat 6, Dakota

**Admission Fee**  
AWG 250,- (incl. lunch and course material)

**Facilitator**  
Mr. Frits Israel

For more information or registration, call 582-7593  
Or email a info@atiaruba.org.