

What's On



Adriana Martin from Malaga FC speaking to the players.



# Ooredoo announces its sponsorship of the Women's Football Tournament 2019

Ooredoo Kuwait, has recently announced its sponsorship for The Women's Football Tournament 2019, taking place in Jaber Al Ahmad Stadium over the course of two weeks. This tournament gives female football players in Kuwait and the GCC the opportunity to participate in a unique sporting experience that elevates human conditions and empower a new generation of female athletes. The Women's Football Tournament is being hosted and managed by the Eighty Percent Sports Company that cares to cre-

ate a professional brand under which the best female talents in football compete and shine. The Tournament also has the support of the Spanish League (La Liga) represented by the Spanish player from the club Malaga CF Adriana Martin, in which she will hold exclusive workshops for all the players that signed up. Commenting on the sponsorship, Mijbil AlAyoub, Senior Director of Corporate Communication, at Ooredoo said: "Our main goal of sponsoring the Women's Football

Tournament is to support women with athletic skills and to encourage them to participate in events that contribute to creating a healthy lifestyle. This tournament offers a unique opportunity for women to demonstrate their skills in a challenging and energetic environment. AlAyoub further added that Ooredoo will look forward to participating in similar events in the future that care to empower Kuwaiti women." Worth mentioning that Ooredoo was the communications sponsor for Hana Eleven

Expo that is tailored for women, in which the exhibition gave visitors the chance to view a unique selected range of products and services local, regional and international companies, as well as creative, individuals, all within a unique showcasing experience targeting fashionable and empowered women. The Hana Eleven exhibition was held at Al Raya Ballroom where it provided support to Kuwaiti women participating with their business and projects, by marketing and supporting their products and ideas.



Mijbil AlAyoub



## LOYAC holds special ceremony to honor Dr Ali Al-Youha



LOYAC recently held a special ceremony to honor the NCCAL chairman, Dr Ali Al-Youha. The ceremony was attended by dignitaries and included a screening of a short documentary about Al-Youha. Speaking on the occasion, LOYAC's board chairperson, Fare'a Al-Saqqaf stressed that the ceremony held under the title of 'Thank You' brings both joy and worries after Al-Youha left his position as NCCAL secretary general.

Al-Saqqaf also noted that ever since assuming the role of NCCAL secretariat general in 2011, Al-Youha strongly believed that social responsibility is one major condition to achieve sustainable development. "It was not a coincidence that Kuwait made considerable progress and attracted much of the Arab and international media attention over the past seven years", Al-Saqqaf added.



## Jumeirah's E-Butler mobile platform introduced for personalized service

Guests staying at Jumeirah Hotels and Resorts can now experience a new personalized and convenient Jumeirah E-Butler service, direct from their smartphone anytime, anywhere. The service enables guests to communicate with our teams via instant messaging applications, to request room service, book spa treatments, request housekeeping services, make dinner reservations, order drinks and snacks to the beach or even book a future stay. The new 24/7 service allows guests to communicate via mobile, quickly and efficiently at the touch of a button.

The Jumeirah E-Butler service will be rolled out across the entire Jumeirah Hotels and Resorts portfolio by June 2019. Offering service beyond expectations is a key brand pillar and this is one of numerous initiatives being implemented. Jose Silva, Chief Executive Officer, Jumeirah Group, said: "We are

dedicated to continuously look for innovative, new and faster hospitality solutions to assist guests seamlessly and intuitively. Jumeirah E-Butler brings a more personal approach to service and is in line with our commitment to offer service beyond expectations."

Pedro Deakin, President of Operations, Jumeirah Group, said: "With Jumeirah E-Butler, we can delight guests by offering personalized service and more meaningful engagement, which goes hand in hand with high and luxurious levels of service. Through improved dialogue, we get a better insight into guests' personal preferences and can tailor our service individually to each guest. Jumeirah E-Butler is a forward-looking service to connect with our guests in an increasingly digital world. Guests can connect with us in their own time, wherever they are." The service will be rolled out through WhatsApp in all hotels.

