



9<sup>th</sup> June, 2009

## **ODEON RECOGNISED WITH MANAGEMENT TRAINING AWARD**

ODEON and UCI Cinemas, the UK's largest cinema chain, is being honoured by international performance-based training company, Dale Carnegie for its commitment to management training following the team's completion of a bespoke leadership programme earlier this year.

The award will be presented to ODEON by Dale Carnegie's Chief Operating Officer, David Fagiano at a forthcoming personal development event for Manchester businesses on Monday 15th June.

The event, entitled Creating Engagement: the 21<sup>st</sup> Century Leadership Challenge, which will be hosted by ODEON Manchester Printworks and will examine employee relationships and engagement in a bid to help local business fight the negative effects of the recession and survive the downturn.

Roger Harris, Chief Operating Officer of ODEON and UCI Cinemas, said: "ODEON is honoured to be receiving this award from Dale Carnegie and excited to be opening the doors of ODEON Manchester Printworks – one of our flagship cinemas – for such an important event for local businesses."

Mark Fitzmaurice, Sales Director and Master Trainer of Dale Carnegie Northern England, said: "The financial climate has consequences for all businesses which go far beyond the bottom line. People behind the scenes are key to any business' success so it is vital employers understand how to maximise their assets – as demonstrated by ODEON. We're delighted to be offering other businesses in the area a unique opportunity to meet, listen to and learn from one of the world's most successful human resources experts."

**-Ends-**

For more information contact the ODEON Press Office on 0845 070 2852 or [odeonteam@redconsultancy.com](mailto:odeonteam@redconsultancy.com)

**Notes to Editors**

The Creating Engagement: the 21<sup>st</sup> Century Leadership Challenge event starts at 11.30am on Monday 15 June. For more information or to book your free place, contact Juliette Dennett or Susan Moore on 0845 658228 or email [juliette.dennett@dalecarnegie.com](mailto:juliette.dennett@dalecarnegie.com).

**About ODEON**

With over 75 years experience, ODEON is the biggest cinema chain in the UK. It operates 857 screens at 110 sites across the country and accounts for nearly one in three of all cinema tickets sold in the UK.

**About Dale Carnegie**

Dale Carnegie is a performance-based training company that focuses on giving people in business the opportunity to sharpen their skills and improve their performance in order to build positive, steady and profitable results.

Dale Carnegie Northern England, a franchise of the overall Group, generates a turnover of over £1 million per year and provides a range of bespoke performance-improvement programmes to professionals based in Lancashire, Yorkshire, the North East, Cumbria and Merseyside.

Founded in America in 1912, Dale Carnegie evolved from one man's belief in the power of self-improvement and now operates across 70 countries with more than 2,700 instructors who present training programmes in more than 25 languages. More than seven million people worldwide have completed a Dale Carnegie Training course.

The Northern England franchise's diverse range of clients includes Adidas, Bradford and Bingley, Gordons Solicitors, Yorkshire Bank, Odeon Cinemas, Manchester City Council, British Airways and Panasonic.