



internship, apprenticeship & mentorship initiative

MIAM Initiative-Non-Profit Registered Organisation having it's offices at:

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Cinderella Buser-Founder and Managing Director-Mirchee Destination Management/Weddings in Africa/MIAM





- **Mirchee Internship, Apprenticeship and Mentorship (MIAM) Initiative:** is an NPO and works in conjunction for training purpose both offsite and on-site with Mirchee (Pty) Ltd which is a destination management company that caters to clients looking for 'the destination specialist'. Mirchee's expertise lie in meetings, incentive, conference, exhibitions, trade delegations, corporate, student, professional, special focus travel, destination weddings and leisure group travel.
- The aim of the MIAM Initiative is to assist all college/under-graduate students to receive both soft and practical skills, in a working environment via skills-training and industry placement. The program combines in classroom and practical work experience.
- We at Mirchee (Pty) Ltd., have identified shortage in skills within the Events and Tourism sector, and hence this proposed project was conceptualized by Cindy Buser, founder and Managing Director. MIAM, will assist all under-graduate/graduate students to receive both soft and practical skills, in a working environment via skills-training by MIAM Academy. Also due to the long standing relationship and networking with various tourism and event stakeholders, we will place the students, on completion on employment, once their training with **MIAM** (Mirchee Internship, Apprenticeship and Mentorship), has been complete.

SOFT SKILLS

The focus is on 21st century soft skills development: Communication; Empathy; Emotional intelligence; Leadership; Teamwork; Problem-solving; Innovation and Creativity in line with 4IR (4th industrial revolution) requirements; Stress and time management.