

A close-up photograph of two hands shaking in a firm grip, symbolizing agreement or partnership. The hands are positioned in the center-right of the frame. Overlaid on the background is a semi-transparent world map, with the continents rendered in a light blue color. The map is composed of a grid of dots connected by thin lines, giving it a digital or network-like appearance. The background is a soft, out-of-focus light blue and white, with some subtle geometric patterns.

EHL Alliance, a Global Network for Endless Opportunities



About EHL Group

The Ecole hôtelière de Lausanne is an ambassador for traditional Swiss hospitality and has been a pioneer in Hospitality education since 1893. As the leading Hospitality Management School in the world, we are dedicated to set high standards in the industry and help action-driven individuals unleash their full potential. Over the years, the school has grown with a greater focus on management, helping students develop skills applicable to many different sectors.

EHL provides a range of on campus and online learning solutions, including undergraduate, graduate and certificate programs to talented students from over 120 different countries. At EHL, we are committed to facilitate the success of our students, remain pioneers in research and innovation, build strong ties with partners and industry leaders and actively support our +25,000 alumni worldwide.



EHL Alliance is a global business network where leading academic and industry players exchange resources, ideas and support to implement the latest trends and innovations in the global hospitality industry. Founded in December 2019, this community gathering students, teachers, alumnis and business partners from various industries, aims to create a unique connection between the academic and professional world.

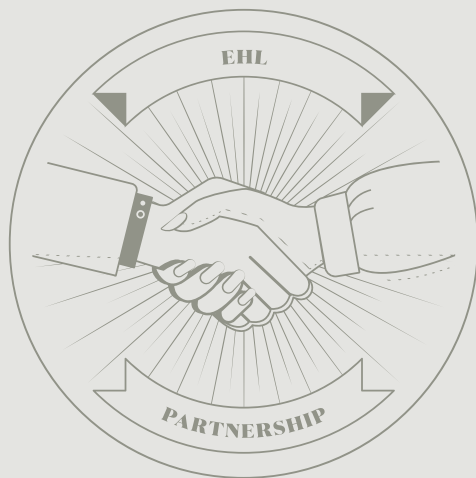
The fast-paced environment we live in constantly brings challenges while creating space for organizations and individuals to stand out and lead the way. In that sense, thanks to synergies carried by innovative workshops, case studies, training, support from student ambassadors and exclusive events with industry leaders, becoming an EHL Alliance member will help you best prepare for the future.





Alliance membership

BENEFITS



**Join the EHL Alliance
and access the extensive
resources of the EHL
Education Group.**



+128

**Years of Academic
Excellence**

EHL, the world's leading
hospitality business school

+40

**Years of Consulting
Experience**

EHL Advisory Services,
the largest Swiss
advisory services firm

As a member of the EHL Alliance, you will join an exclusive community and gain privileged access to the vast resources of the EHL Group. Additionally, you will have access to preferential rates on selected products and services for personal, professional and organizational development.

1

Augment your Business

- Develop your projects and services within the EHL Innovation Hub
- Test your products in different outlets available on EHL campuses, including selling points and R&D classes
- Run business cases with faculty members and students
- Get privileged access to faculty members, students and industry leaders, sharing best practices and useful insights.

3

Talent Acquisition

- Get exclusive access to EHL Recruitment platform
- Benefit from free access and EHL Alliance Partner status at EHL Career fairs
- Select your own Alliance ambassadors who will potentially join your company after graduating
- Exclusive visibility & direct access to EHL community thanks to events and various platforms

2

Grow Visibility

- Get exclusive access to the EHL community for one full day to introduce your company to students and faculty members through various activities onsite and online.
- Benefit from one free advertisement each year in EHL newsletter to 5000 + alumni + Instagram & LinkedIn
- Enjoy visibility at EHL Advisory Services, student & partners events, conferences, seminars, etc...
- Have your products/ services displayed on campus and in F&B outlets
- Possibility to become a non-exclusive supplier of EHL
- Get your institutional video on Alumni TV screen on campus and online
- Possibility to introduce your products thanks to a dedicated showcase
- As a Founding member, get your logo on the EHL Alliance Wall on campus

4

Events & Networking

- Benefit from strategic connection with EHL Alliance members and EHL Alumni network
- Take part in exclusive events on EHL campus and at Alliance Partners HQ
- Access to conferences and panel discussions organised by EHL on campus and online
- Get the opportunity to sponsor student committees' events
- Opportunity to host workshops and run case studies at EHL Alliance Summit every year
- Access to a dedicated EHL Alliance Members LinkedIn Group

5

Students Interactions & Faculty Members

- Enjoy the exclusive support of 1 up to 2 EHL student ambassadors at your disposal to represent and support your company on and off campus
- These ambassadors will work exclusively for your brand, providing support according to your personal needs: helping you with projects, coordinating events, writing articles, reinforcing your relationship with EHL.
- Interact with students during the numerous conferences and webinars
- Student insights: showcase your projects and services to students for input (discount rate)

6

Learning & Coaching

- Sign up for coaching sessions on important topics such as "Delivering unique Customer Experience", "New Leadership & Emotional Intelligence", "Management in times of crisis" with certified coaches and teachers
- Tailor-made 3-5 days courses for teams and school groups to learn and practice the EHL values (discount rate)
- Culinary & Restaurant Management Certificate (discount rate)
- Hospitality MBA (discount rate)
- Online Hospitality Certificates, and personalized courses for executives. Programs tailored to the needs of employees and organizations. (discount rate)



Alliance Ambassadors

Every Alliance member has the opportunity to enjoy the exclusive support of 1 up to 2 student ambassadors. According to personal needs of each company, dedicated students will help you coordinate events, work on projects, write articles, reinforce relationships with the school and more... The goal is to provide companies with ambitious and motivated young people, bringing a new perspective, energy and fresh ideas. Each student has to go through a selection process.





EHL Alliance Summit

Take part in one of the biggest EHL events of the year. The EHL Alliance Summit provides the EHL community and alliance members with a unique opportunity to share knowledge, expertise and network through interactive workshops and business cases. It is a hub where key players and students gather

to discuss the latest trends in the industry, develop innovative ideas and brainstorm around topics such as customer experience and sustainability. The goal is to inspire like-minded individuals to strive, connect with each other and shape the world of tomorrow.

EHL Alliance

Founding Members

ABInBev

AKYLOR

ANDROS

Chopard
THE ARTISAN OF EMOTIONS
SINCE 1860

 **Coca-Cola**
HBC

coople

 **expedia group**

FLEMING'S


FOUR SEASONS


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SWISS KITCHEN

IHG[®]
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CHAMPAGNE
Laurent-Perrier
MAISON FONDÉE
1812

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 **MSC**
CRUISES

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OCP


PETER MICHAEL
WINERY

QUESTEX HOSPITALITY
GROUP

 **SWISS**


VALMONT

VILLARS MOUNTAIN
RESORT

La Belle Classe
Academy
by the Yacht Club de Monaco

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