



# EHL Alliance

## a collaboration with industry leaders

EHL Alliance is a Global Business Network and a platform where leading academic and industry players can exchange resources, advice and support to implement the latest trends and innovation in today's global business.

*The hospitality industry is changing as fast as its growing, creating huge opportunities for individuals and organizations to stand out and lead the way. But to be a powerful force in the future of this dynamic industry, you need allies...or better yet, an alliance.*



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One Alliance

One Network

...endless opportunities



## **Consulting Services – 20% discount**

### **Non-Hospitality Consulting & Training**

*Development of tailor-made training solutions for your employees in the area of customer service excellence. Consulting services provided to local, regional or international organizations to implement a service culture through EHL's network of faculty and industry experts.*

### **Hospitality Consulting & Training**

*Services in the following areas: guest experience mapping and design, hospitality concept development, service audits, operator selection, opportunity studies, feasibility studies, asset management, tourism master planning.*

### **Student Business Projects**

*20% discount over two annual sessions in April and November.*

## **Education & Training**

### **EHL Junior Academy - 20% discount**

*Possibility for children (16 -18 years old) to attend the EHL Junior Academy in order to experience EHL and Passugg campus for one week in summer and winter.*

### **EHL Experience Program - 20% discount**

*Tailor-made 3 to 5 day programs for your organization or your customers to experience EHL whilst EHL students are on campus. Knowledge sharing with EHL management, faculty and students – the next generation.*

## **Professional & Executive Courses - 20% discount**

*Part-time MBA, Culinary and Restaurant Management Certificate, Online Hospitality Certificates and custom programs for executives. These programs are available as both open enrollment and tailor-made programs for your employees and executives.*

## **Mentoring Program**

*A program connecting current EHL students with experienced professionals to create a mentoring relationship. Support and guide the student through consolidating its professional path throughout and after its studies at EHL.*

## **Knowledge Sharing & Innovation – Privileged access**

### **Opportunity to showcase products to students for feedback**

*Usually in the form of product or recipe testing with quantitative and qualitative analysis done by students and supervised by EHL faculty. EHL students represent the next generation and have the capacity to provide constructive and relevant feedback, including regional concerns linked with product perception and applicability.*

### **Innovation Projects & Services**

*EHL Innovation Hub helps organizations create reflections and co-creation platforms for innovative ideas provided by an organization, with exclusive usage of the outcome given to the organization for 5 years.*

### **Knowledge sharing with EHL community**

*Your organization could use EHL faculty, as well as EHL certified schools' faculty to develop and share knowledge or brainstorm on existing business challenges. This could be done through focus groups, reflection platforms or seminars.*



## **Events & Networking – Discount or privileged access**

### **Exclusive Members Events**

*Exclusive networking events will be organized for the EHL Alliance community and a special App tool will be provided for networking purposes and network updates.*

### **Events at EHL and in Partner Institutions**

*Organize your company events at EHL and benefit from a 20% discount on all services. EHL campus facilities offer a variety of services for all types of events; conferences, banquets, PR events, product launches, team building etc. Possibility of organizing lunches and dinners in our various restaurants and bars, including our one-star Michelin restaurant.*

### **Sponsorship of Student & Company Events**

*Many student and EHL organized events happen on campus – more than 100 per year – at EHL and at our partner education institutions worldwide. Your organization would have priority access to provide sponsorship and therefore visibility for these events. Students would first contact EHL Alliance members, supervised by EHL.*

### **International Conferences Participation Fee**

*50% discount will be provided to your organization's employees (according to availability) when attending EHL's international conferences organized at EHL and abroad by EHL and/or by EHL certified institutions. These are unique platforms to share benchmark knowledge and create a powerful network, as well as discover the EHL community's resources & knowledge productions.*

### **EHL Alumni & Industry Events**

*6 to 8 events per year will be organized on various continents every year. These events have a limited number of participants and give premium access to local EHL alumni communities.*

### **Conferences and Panel Discussions at EHL**

*EHL organizes conferences and panel discussions for the entire community with a large audience, as well as conferences to students as part of a class or topic. EHL Group as well as partner institutions are always keen to invite high caliber professionals as guest speakers. EHL Alliance members will be contacted first.*

### **International Events Organized by EHL**

*Participate once per year to an EHL event organized abroad.*

## **Recruitment & Talent – Discount or privileged access**

### **Recruitment Services**

*EHL associate members will benefit from a 50% discount on their Career Fair registration package.*



### **Exclusive Job Platform**

*A job platform free of charge accessible exclusively by EHL students and alumni for posting your job opportunities. The EHL team will provide personal advice to your organization to optimize the impact of your postings to EHL students & alumni.*

### **Research & Intelligence – Discount or privileged access**

#### **Possibility to conduct consumer research with EHL Alumni**

*EHL alumni and students are solicited throughout the year to participate in consumer research projects mandated by industry. You can have privileged access to these expert resources by commissioning such consumer research once a year (by end February). Based on your demand, EHL will propose the best internal platform to deliver such a mandate.*

#### **Access to EHL Reports on Trends in Hospitality**

*All research reports produced by EHL faculty and by EHL partner education institution's faculty will be made available for free to your organization.*

#### **Access to Selected Worldwide Databases**

*Access to selected worldwide databases on site (at the EHL library) such as Marketline, Euromonitor etc.*

#### **EHL Case Studies**

*EHL faculty regularly produces case studies to enrich student learning and enable students to test their analytical thinking on relevant industry cases. Case studies should also be seen as fantastic communication tools and marketing platforms for your organization. You will have privileged access to our faculty and students to present your own case studies ideas and potentially have them developed.*

## **Visibility & Advertising – Privileged access**

### **F&B Outlets Benefits**

*EHL has several F&B outlets including a Michelin Starred Gastronomic restaurant. You will get a beneficial 20% discount on all purchases made at any EHL F&B outlet.*

### **Possibility to become a non-exclusive supplier of EHL (according to feasibility)**

### **Visibility at EHL University Events, Conferences, Seminars...(\*)**

*The annual calendar of these events will be shared to EHL Alliance members.*

### **Visibility at EHL Partner Schools Events**

*EHL currently has a network of 9 certified hospitality schools worldwide with a total of 5,500 students allowing for a diversified, international visibility.*

### **EHL Privilege Program**

*Access to the Privilege Program showcasing more than 80+ offers from various companies exclusively accessed by EHL Staff, Students and Alumni. Possibility to increase visibility and sales through one sales channel at no cost.*

## **Licensing – 20% discount**

### **EHL Vocational Education & Training Licensing Program**

*Vocational Education & Training (VET) is fundamental for the hospitality industry. Your organization could develop VET centers for its own needs as well as for the markets your properties are operating in. This may position your organization as a solution provider to the local community. EHL Advisory Services is developing VET centers for partners worldwide, providing EHL content and learning methodologies to train staff and deliver the diploma. As an EHL Alliance member, you will benefit from a 20% discount on all consulting services provided for the development of such VET centers.*

## **Special advantages for all members**

### **EHL CSR Activity**

*Opportunity to donate 5% of my membership fee to an EHL CSR activity. EHL is currently involved in helping to educate young Cambodians to gain basic hospitality skills, in order to alleviate poverty in this country.*

*\* Founding members to have visibility on EHL Screens (reception, Alumni lounge), press releases (once), EHL Group website, new campus TBC...*