



EHL
Executive Education
2017

CAREER DEVELOPMENT PROGRAMMES

Developing Hospitality & Business Leaders

Build your own programme from a complete range of 25 certificates within 5 expert tracks, brought to you by the world's leader in hospitality management education.

A UNIQUE LEARNING APPROACH



A flexible, modular and integrated approach. We build Career Development Programmes for our participants and include all realities & scenarios. We connect top-floor strategy with shop-floor operations & implementation. Our style is to search for client satisfaction and combine critical thinking and flexible attitudes to deliver creative training. Quality is not to pretend to know and do everything; it is to identify the most appropriate resources (internal or external) and combine these forces for maximum impact. Swissness - we are proud ambassadors of brand Switzerland and all its

strengths; precision, reliability, quality, broad minded, inclusive, fair and equal. Customer Service is the essence of our business; the hospitality industry is known worldwide to be the leader in customer service management. This is our DNA. We have strong linkages with Ecole hôtelière de Lausanne (EHL), Swiss Hotel Association and EHL's alumni network of 25'000 alumni located in 120 countries over all 5 continents.

To meet your demanding schedule and individual education requirements, we have created a complete range of short on-campus modules, with online assignments in the expertise areas most demanded by the industry.

EHL, RENOWNED AS THE BEST HOTEL MANAGEMENT SCHOOL IN THE WORLD



- . Benefit from our professional hospitality experts
- . Share with a small-group of hand-picked participants at Senior Executive Level
- . Experience the energy of the future generation of hospitality leaders on our campus
- . Integrate EHL's alumni community network

PROFICIENCY IN HOSPITALITY MANAGEMENT CERTIFICATE (PHM)



The Proficiency in Hospitality Management (PHM) Certificate is awarded to participants completing 20 days of Executive Education at Ecole hôtelière de Lausanne (EHL) within a period of 3 years.

Register for the PHM Certificate and benefit from a complimentary participation to a 2-day module per year after obtaining your PHM Certificate.

CAREER DEVELOPMENT PROGRAMMES 2017

	Monday - Tuesday	Wednesday - Thursday	Friday - Saturday
CUSTOMER SERVICE	International Business Protocol or _____ Cultural Awareness	Communicating Customer Experience: Storytelling or _____ Planning & Engineering the Customer Experience	Strategic Thinking in Customer Experience
27 Feb - 04 Mar	27 Feb - 28 Feb	01 Mar - 02 Mar	03 Mar - 04 Mar
HOSPITALITY OPERATIONS MANAGEMENT	Value Creation in Restaurants or _____ Hotel Revenue Management	Managing Small and Medium sized Restaurants or _____ Managing Small and Medium sized Hotels	Opening Hotels and Restaurants
03 Apr - 08 Apr	03 Apr - 04 Apr	05 Apr - 06 Apr	07 Apr - 08 Apr
PEOPLE DEVELOPMENT	Assessing and Identifying Talents or _____ People Management	The Employee Journey or _____ Developing Trustworthy Leadership	Key to Personal effectiveness ¹
12 Jun - 17 Jun	12 Jun - 13 Jun	14 Jun - 15 Jun	16 Jun - 17 Jun
CREATING VALUE IN HOSPITALITY	Finance for Non-Financial Managers or _____ Real Estate Finance	Asset Management or _____ Strategic Costing	Defining Business Strategies
04 Sept - 09 Sept	04 Sept - 05 Sept	06 Sept - 07 Sept	08 Sept - 09 Sept
BUSINESS DEVELOPMENT IN HOSPITALITY	Market Scans & Feasibility or _____ Hospitality Management Models	Assessing Trends for Your Business or _____ Disruptive Business Modelling	Entrepreneurship
20 Nov - 25 Nov	20 Nov - 21 Nov	22 Nov - 23 Nov	24 Nov - 25 Nov

How to Attend

Candidate selection

Attendance for each module is reserved to department heads and senior managers. All applications will be screened and participants selected for their complementary backgrounds.

Fees²

	Module	Full Programme 6 days
Fees per module	CHF 2'100.-	CHF 5'700.-
PHM Certificate	CHF 19'000.- ³	

Fees include:

- Tuition and course material
- The module certificate
- Lunches & coffee breaks
- VAT and government taxes
- Shuttle service between preferred hotels and EHL

Contact and Apply

Please contact us for a personal advice on which modules would best fit your profile and career development plan.

Contact: Linda Papisidero

Email: lhc@ehl.ch

Tel.: +41 21 785 13 37

For full module & programme descriptions and to apply please visit:

lhconsulting.com/cdp

¹ does not include your Individual Profile Assessment of CHF 600

² does not include enrollment fees of CHF 200

³ total of 10 modules (20 days of training) to complete within 3 years

ABOUT LAUSANNE HOSPITALITY CONSULTING (LHC)



Lausanne Hospitality Consulting (LHC) is the Swiss knowledge development and management advisory company of Ecole hôtelière de Lausanne and the Swiss Hotel Association (hotelleriesuisse). As part of its quality commitment, LHC provides its clients with applicable and innovative business solutions. Extending on its original 3 product lines of Management Consulting, Learning Centres and Executive Education; LHC is growing into a complete solutions company, providing for knowledge advisory, management support, people development, executive education, schools development and vocational training solutions.

ABOUT ECOLE HÔTELIÈRE DE LAUSANNE (EHL)



Rooted in the Swiss sense of hospitality, Ecole hôtelière de Lausanne (EHL) has, since 1893, been a pioneer in education that has inspired the world of hospitality and created a unique professional community of 25,000 global industry executives who share the same values based on EHL's distinctive heritage.

As the world's premier reference in hospitality management, EHL offers university level studies to talented and ambitious students who are aiming for top careers in the international hospitality industry.

Details & Application:

lhconsulting.com/cdp

Advisory Services

People & Management Support

Executive Education

Learning Centres Development

Certification of Schools, Services & Individuals