

# Corporate Management Programme 2012

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## BRANDING INDIVIDUALS WITHIN HOSPITALITY



Consulting



Executive Education



LearningCentres

# The Ultimate Learning Experience for Leaders of the Hospitality Industry

MONDAY 6 TO FRIDAY 10, FEBRUARY 2012

CORPORATE MANAGEMENT PROGRAMME

5-DAY PROGRAMME DISCIPLINE EXPERTS, INTENSE DISCUSSIONS

BRANDING INDIVIDUALS WITHIN HOSPITALITY

There are good hotels – with well-defined processes and systems. And there are great hotels – with people who are motivated to go to work every morning, who go to extra lengths to provide excellent service and who are great team players – team players who are also exceptional leaders.

Exceptional leaders impart vision and energy into their teams, extract value for their businesses and inspire people to achieve levels of productivity and excellence which many can only dream of. Vision and energy transpire through employees onto customers, who will be delighted to be a part of the success phenomenon. In short, exceptional leaders are manufacturers of success!

And you? Where do you place yourself on the success grid? Do you have the power to be an exceptional leader? Or do you think you are already one?

Come to the temple of hospitality knowledge and live a five-day experience that will change your life. Discover – and uncover – the holistic You. Get groomed to formulate professional and personal success with your own special panaché in the Lausanne Corporate Management Programme, Cohort of 2012 - Branding Individuals within Hospitality.

By the end of the programme, participants will be able to:

## MIND

- Identify brand "You"
- Prepare 360° communication plans
- Pinpoint personal strengths
- Appreciate and manage weaknesses

## BODY

- Lead through inspiration
- Dress for success
- Be the cornerstone of an organisation's success
- Take great effort to be effortless

## SOUL

- Achieve control of personal emotions
- Reflect on personal effectiveness
- Connect with You



## ECOLE HÔTELIÈRE DE LAUSANNE (EHL)

The idea behind Lausanne Executive Education – Corporate Management Programme comes from the world’s oldest and foremost hospitality institution. With over 100 years of experience in hospitality education, Ecole hôtelière de Lausanne’s reputation is second to none when it comes to excellence and refinement in teaching the art of living and receiving in a demanding environment. Since 1893, EHL – located on the shores of Lake Geneva – has consistently served the elite corps of the global hospitality industry.

## LAUSANNE HOSPITALITY CONSULTING (LHC)

LHC is the consulting and executive education division of EHL. For the 3rd edition of the programme, LHC has created a choice of courses that tackle crucial issues of the business environment, dedicated to improving practical management skills. Our courses are the result of permanent analysis and self-questioning, enabling us to constantly refine and improve the purpose and the quality of the modules offered. Taught by highly qualified module leaders and facilitators, the courses are held on the premises of Ecole hôtelière de Lausanne and address executives in small-sized groups to ensure a high level of interaction and maximum learning.

## THE CAMPUS

- State-of-the-art facilities
- Modern classrooms with multimedia equipment
- Professional visits and field trips
- Extensive library
- IT facilities with free Internet access
- Parking for visitors
- Daily coffee-breaks and lunch

## ALUMNI ECOLE HÔTELIÈRE DE LAUSANNE (AEHL)

- Get linked to EHL’s alumni network of more than 8,000 active members in over 120 countries
- Details available on Associate Member, AEHL

# Corporate Management Programme

## Cohort 2012

Participating in the Corporate Management Programme Cohort 2012, will take you in a journey through the following themes and topics

### Leadership The New You

You, the boss  
Meet the next generation  
Panel discussion—Presentations by CEO

### Business You, Yourself & the Company

Negotiation case study  
Boss-Board-Owner relationship  
Workshops  
Individual coaching

### Presentation Lights, Camera, ACTION!

Your turn to present  
Storyboarding  
Public speaking & presentation skills  
Insights psychometrics

### Spirituality The Inner You

Yoga  
Body, Mind & Soul  
Dimensions of Brand “You”

### Style You, Your Best Asset

Does this go?  
To colour or not to colour  
Avoid the “blah, blah”

**Get to the  
Top of Leadership!**

## GENERAL INFORMATION

Apply with the application form at the end of this brochure and submit a copy of your CV. All applications will be screened. All candidates on this programme must be in the level of General Manager or higher.

For further details please contact:

**Alexia Muteke-Ceppi**

[alexia.mutekeceppi@ehl.ch](mailto:alexia.mutekeceppi@ehl.ch)

direct line +41 21 785 13 31

or

**Sofie Tournel**

[sofie.tournel@ehl.ch](mailto:sofie.tournel@ehl.ch)

direct line +41 21 785 13 30



- Tuition and course materials
- The LHC Corporate Management Certificate
- During programme days
  - Lunch
  - Three coffee breaks
  - Swiss dinner
- VAT and government taxes
- Prices per person, for 5-day programme: CHF 12,000

- Early booking for payment received before October 2011: -10% (cumulative)
- Alumni member discount: -20% (non-cumulative)
- For other group and company discounts, please contact LHC directly

## TERMS OF PAYMENT

- Programme fees are due upon acceptance to guarantee your place on the programme
  - Payment methods:
    - MasterCard or VISA
    - Bank transfer
  - Rates are subject to change without prior notice
- Reimbursement will be granted if you inform LHC of cancellation of your registration before the start of the Corporate Management Programme.
- + 60 days before: 100%
  - 30 to 60 days before: 50%
  - - 30 days before: 0%
  - Substitutions of qualified candidates may be made at no additional costs

## DISCLAIMER

This information is subject to change. LHC reserves the right to modify this information without prior notice.



## REASONS TO APPLY

- Participants from around the globe
- Leading professors, experts and consultants from the world of hospitality
- Share challenges, ideas and solutions
- Discuss & debate the future issues
- Listen to alternative opinions
- Consider the future in context
- Opportunity to benchmark against your peers
- Opportunity to benchmark against your peers
- Understand the latest complex industry developments

"Overall warm welcome, excellent assistance from the consultant team. Different personalities that carry a proud image of their working place."  
Rebecca Durrer-Bolle, Global Sales Managers  
Swissport Executive Aviation

"The overall course was excellent. I think the program is a benefit to any manager who wants to improve themselves and is prepared to be challenged."  
Sherry Roberts, Founder, Bespoke Luxury Hotels

"Thank you for the wonderful colour show, as well thank you  
to Lausanne Hospitality Consulting and the entire Team for a very interesting and rewarding Management Course"  
Inge Leutscher, President, Excellence International

"Meeting the participants in the course was a great experience, with owners, managers, and entrepreneurs present, it made the course very interactive. All the instructors were extremely professional and very well prepared."  
Peter Wirth, President, TWT Hospitality



## The City of Lausanne

Nestled along the shores of Lake Geneva, in the French-speaking part of Switzerland called the Swiss Riviera, historic Lausanne dates back 2,000 years. It has Europe's biggest lake at its feet, the French and Swiss Alps as a backdrop, meadows and forests to the north and vineyards on either side, East and West.

This lakeside town offers a wealth of attractive sights and sites! Ancient architecture, narrow streets and cobbled squares hosting food markets provide for only some of its charm. And, of course, as home of the International Olympic Committee, the range of sport activities in Lausanne is enormous.

Ecole hôtelière de Lausanne, the first hospitality school in the world, is located about 7 km above the centre of Lausanne, in the village of Chalet-à Gobet. Established in 1893, EHL combines European savoir-vivre with modern facilities. Campus life here offers you the picturesque surrounding countryside, with a magnificent view of the French Alps across Lake Geneva.



# Booking your Accommodation

## HOTEL RESERVATIONS

### BOOKING

- Participants may book directly with the hotel of their choice
- Announce that you are an EHL Corporate Management Programme participant to enjoy the special tariffs

### RESERVATIONS SUBJECT TO ROOM AVAILABILITY

- Payment by the participant directly to the hotel upon checkout
- Tourist tax, compulsory by Swiss law, vary from hotel to hotel

## TRANSPORT

- Complimentary shuttle service from the hotels in Ouchy and Epalinges (schedules to be confirmed)
- Participants staying in other hotels may still use this service at the established pick-up points and timings



Beau-Rivage Palace 5\*  
 169 rooms  
 Place du Port 17-19  
 1006 Lausanne  
 +41 21 613 33 33  
[www.brp.ch](http://www.brp.ch)

Rates from CHF 330.-



Angleterre & Résidence 4\*  
 75 rooms  
 Place du Port 11  
 1006 Lausanne  
 +41 21 613 34 34  
[www.angleterre-residence.ch](http://www.angleterre-residence.ch)

Rates from CHF 235.-



Mövenpick Hotel Lausanne 4\*  
 265 rooms  
 Avenue de Rhodanie 4  
 1006 Lausanne  
 +41 21 612 72 87  
[www.moevenpick-hotels.com](http://www.moevenpick-hotels.com)

Rates from CHF 230.-



Hotel Au Lac 3\*  
 84 rooms  
 Place de la Navigation 4  
 1006 Lausanne  
 +41 21 613 15 00  
[www.aulac.ch](http://www.aulac.ch)

Rates from CHF 140.-



Hotel du Port 3\*  
 22 rooms  
 Place du Port 5  
 1006 Lausanne  
 +41 21 612 04 44  
[www.hotel-du-port.ch](http://www.hotel-du-port.ch)

Rates from CHF 175.-



Hotel Ibis 2\*  
 42 rooms  
 18 Rue Du Maupas  
 1000 Lausanne  
 +41 21 653 89 89  
[www.hotel-union.ch](http://www.hotel-union.ch)

Rates from CHF 110.-

# Application Form Corporate Management Programme 2012

(Please fill in clear print form)

## 1. APPLICANT

Mr     Ms     Other (please specify) \_\_\_\_\_

First name(s): \_\_\_\_\_ Family name: \_\_\_\_\_

Nationality: \_\_\_\_\_ Birth date: \_\_\_\_\_

Job title: \_\_\_\_\_

Company name: \_\_\_\_\_

Company address: \_\_\_\_\_

City/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Professional tel. ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Private tel.: ( ) \_\_\_\_\_ Fax (...) \_\_\_\_\_

City, date \_\_\_\_\_ Signature: \_\_\_\_\_

**Please attach a copy of your Curriculum Vitæ**

We correspond with the applicant for all administrative and financial details. Should you wish to nominate somebody else, please fill in this next section.

## 2. CONTACT PERSON

Mr     Ms     Other (please specify) \_\_\_\_\_

First name(s): \_\_\_\_\_ Family name: \_\_\_\_\_

Nationality: \_\_\_\_\_ Birth date: \_\_\_\_\_

Job title: \_\_\_\_\_

Company name: \_\_\_\_\_

Company address: \_\_\_\_\_

City/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Professional tel.: ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Private tel.: ( ) \_\_\_\_\_ Fax (...) \_\_\_\_\_

City, date \_\_\_\_\_ Signature: \_\_\_\_\_

### 3.METHOD OF PAYMENT

Following your acceptance into the Programme, you will receive confirmation of enrolment by email; you will then receive an official invoice shortly after your enrolment. It is possible to settle your invoice through either bank transfer or credit card (MasterCard and Visa).

Please indicate below, the method of payment you prefer for both the enrolment fee and your invoice.

- Guarantee deposit (10%)     By bank transfer     By credit card
- Payment (90%)                 By bank transfer     By credit card

A.            For credit card payments:     MasterCard             Visa

Card holder name: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiry: \_\_\_\_\_

Cardholder signature: \_\_\_\_\_

**Important:** For credit card payments, please send us details by fax only, including a photocopy of the front and back of the credit card, and sign one more time on the photocopy

B.            For bank transfer:

BCV, Lausanne

1002 Lausanne

IBAN: CH 69 0076 7000 R521 1535 7

Acct. no 5211.53.57, Clearing: 767, SWIFT BCVLCH2L

For Lausanne Hospitality Consulting SA

With mention of our invoice N°. upon reception of the invoice

### 4.OTHERS

Visa assistance needed     Yes     No

Special request                 Yes     No

If yes, please specify \_\_\_\_\_

Please submit the form to  
Fax +41 21 785 13 32 or  
Email to [alexia.mutekeceppi@ehl.ch](mailto:alexia.mutekeceppi@ehl.ch)

Thank you!

We look forward to welcoming you to Ecole hôtelière de Lausanne

Lhc

**LAUSANNE HOSPITALITY CONSULTING**

a division of Ecole hôtelière de Lausanne

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