



EDGE HOTEL SCHOOL
UNIVERSITY OF ESSEX | WIVENHOE HOUSE

THE UNIVERSITY LECTURE SERIES

INTRODUCING STUDENTS TO HIGHER EDUCATION THROUGH AN EXCITING AND
CHALLENGING LECTURE SERIES



WHAT IS THE UNIVERSITY LECTURE SERIES?

The series is led by Edge Hotel School lecturers (including the Principle of the school). Our lecturers have years of Higher Education experience as well as exciting industry backgrounds (from general managers at well-known brands to working on the BRIT Awards, London Fashion Week and Thorpe Park.) Taking their lectures out on the road for the first time; the series will offer young people a one of a kind insight into studying at university and also help break any misconceptions around hospitality.

Taking part in this series supports GATSBY Benchmark 7- Encounters with Further and Higher Education.

HOSPITALITY HOLDS ONE OF THE HIGHEST EMPLOYABILITY RATES FOR GRADUATES, WITH MORE THAN 80% IN EMPLOYMENT WITHIN SIX MONTHS OF GRADUATION.

THE INDUSTRY WILL HAVE A WEALTH OF OPPORTUNITIES FOR ITS FUTURE EMPLOYEES, WITH AN ESTIMATED 1.3 MILLION STAFF TO BE RECRUITED BY 2024



LECTURE MENU

MENU ENGINEERING

How restaurants decide which dishes to put on their menu and which to drop. Using the Kasavana and Smith matrix, students will see how profitability and popularity of menu items can be manipulated through cost control, suppliers, promotions.

EVENT MANAGEMENT LOGISTICS

Looking at the logistics that go into a major event, using the case study example of a worldwide album launch for Bon Jovi which took place in Rome.

EVENT MANAGEMENT PLANNING

Looking at the planning involved before an event takes place, using the case study example of backstage hospitality for artists and VIPs at the BRIT Awards.

FOOD AND YOU: A PRACTICAL WORKSHOP

Humans use food as a way of expressing their culture, nationality and beliefs. It is an extension of communication and a reflection of their beliefs and values. This workshop examines some of these issues and gets students to confront some cultural values that they may have in a very practical way!

LEADERSHIP STYLES IN HOSPITALITY

Using Lewin's Leadership styles theory students can identify key characteristics of different leadership styles and identify their own style.

HOW TO MEASURE PROFITABILITY

We will measure the profitability of a restaurant and perform a stock take in class. You will learn how Hospitality firms measure their performance and how to improve it.

FOOD SUSTAINABILITY

We will look at population growth and food needs and consider how the world is likely to be able to feed itself in the future. This is an interactive session in which students might be required to consume strange new foods... if they really want to!

BRAND PERCEPTIONS

Taste testing of branded versus non branded foods to identify the importance of food quality and cost savings.

TEAM WORK AND LEADERSHIP

Leadership communication and trust building. An outdoor activity where a leader will guide blindfolded peers through the field whilst avoiding obstacles in a test against time, helping develop communication and leadership skills.

TEAM WORK AND TEAM ROLES

The importance of team work in the hospitality industry using a lego activity and identification of student roles within teams using Belbin's team roles.

HOSPITALITY AS A LIVE THEATRE: THE CHANGING FACE OF A VIBRANT EXCITING INDUSTRY

Too many people just think of the Hospitality industry in terms of chefs and waiters. This workshop reveals how the hospitality industry has dramatically changed over the past decade and how customers now expect much, much more from it...and the people who work within it!

INNOVATION AND THE FUTURE OF HOSPITALITY MANAGEMENT

This is a workshop in which we will look at the concept of innovation and start to look at how the hospitality industry is likely to change in the future. We are looking for you to be open minded and grapple with the world of the future!

HOW TO BE A MILLIONAIRE

We will look at the profit and loss accounts of hospitality businesses and you will learn how to value and improve business performance and how to increase your own net worth.



GETTING INVOLVED

HOW MANY STUDENTS CAN TAKE PART?

For non practical lectures the numbers can be as large as needed - practical sessions will vary from 15-30

STUDENT REQUIREMENTS

Students should be in years 11+ with emphasis on 6th Form learners. Students can be studying any subject

WHERE ARE THE LECTURES

Delivered at your school or here at Edge Hotel School at the University of Essex, Colchester

WHAT ARE THE TIMES AND DATES AVAILABLE

The lectures are between 40-60 mins and run throughout the year, but please bear in mind they are led by real university academics so times & dates may not be flexible

COSTS?

No costs; we also have a small travel grant available should you wish to have the lectures at Edge Hotel School

WHAT IS MY HOSPITALITY LIFE?

My Hospitality Life is a careers programme developed to support young peoples' understanding of the hospitality sector.

Students taking part will benefit from a range of dynamic activities that will better their awareness of the industry; exploring why this is an exciting career choice, understand job roles and opportunities, the education routes and even gain contacts from higher education or industry

To make a booking or receive more information CONTACT@MYHOSPITALITYLIFE.COM

