

# EDGE Hotel School and beyond

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Executive Vice President  
Kaplan Europe

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Kaplan is a global diversified education company - *What started as one student and one instructor has become the world's largest diversified education company.*



- Over 1 million students each year
- Certificates through to Masters
- On -campus and online
- 600 locations in 30 countries



Kaplan also works with over 20 Universities around the world. We think we can work with Universities to achieve strategic goals....



UNIVERSITY OF  
LIVERPOOL



The  
University  
Of  
Sheffield.

University of Essex

UNIR

NOTTINGHAM  
TRENT UNIVERSITY



Universidad Internacional de la Rioja



University  
of Glasgow



The University of Essex is research intensive,  
inclusive, international and interdisciplinary

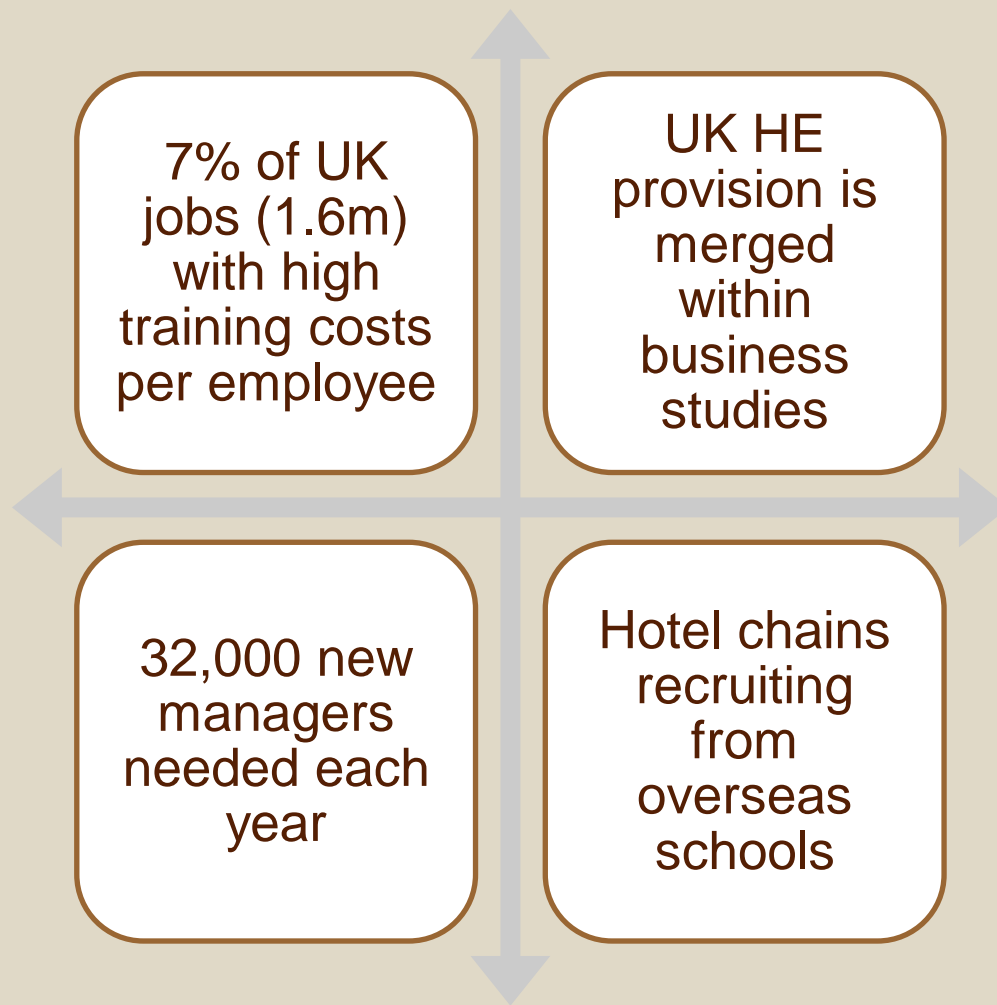
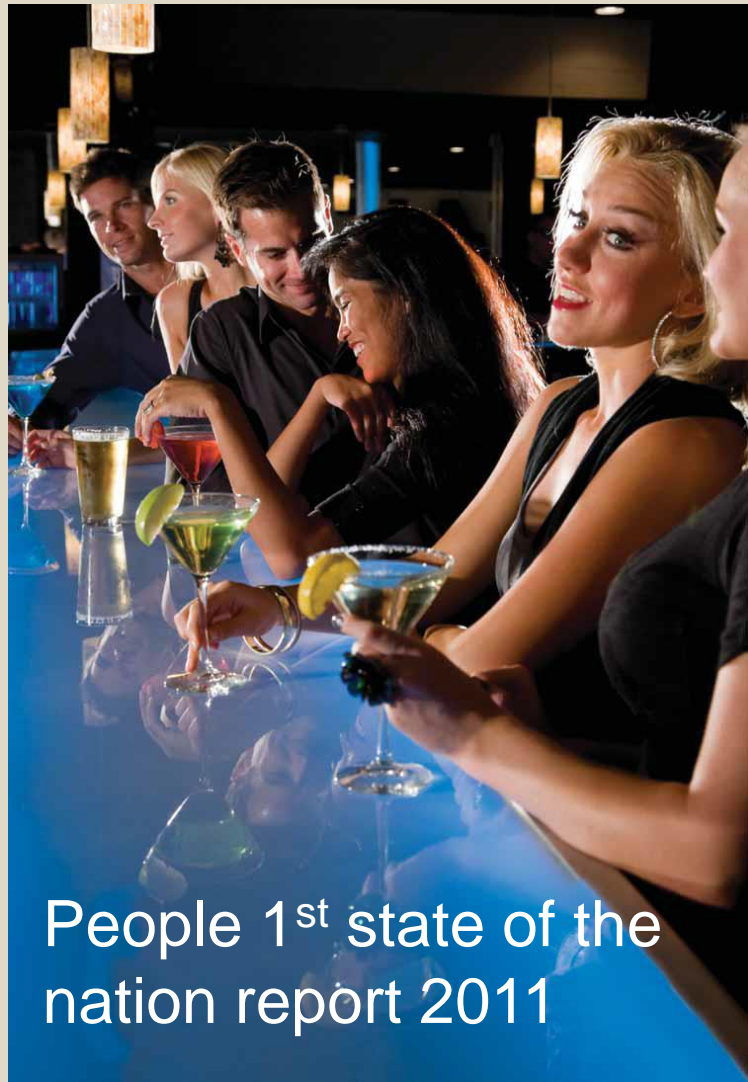




The first Vice – Chancellor wanted Essex to be a daring University ..... There was an old hotel in the grounds.....



# The hospitality industry has a serious skills shortage





If someone comes up with the right programme  
employers want to help



There are around 450 hotel schools in the world delivering a great education





... Many want their students to progress....



The Edge Foundation is an Educational Charity that promotes learning by doing





Sir Garry Hawkes, President of The Foundation has a lifetime in the hospitality industry and a passion to make it change





# EDGE Hotel School





# The Edge Hotel School opens in April 2012



University  
operates a  
commercial  
hotel



Academic  
Practitioners  
teach and  
assess



Student  
Practitioners  
learn to run  
a hotel



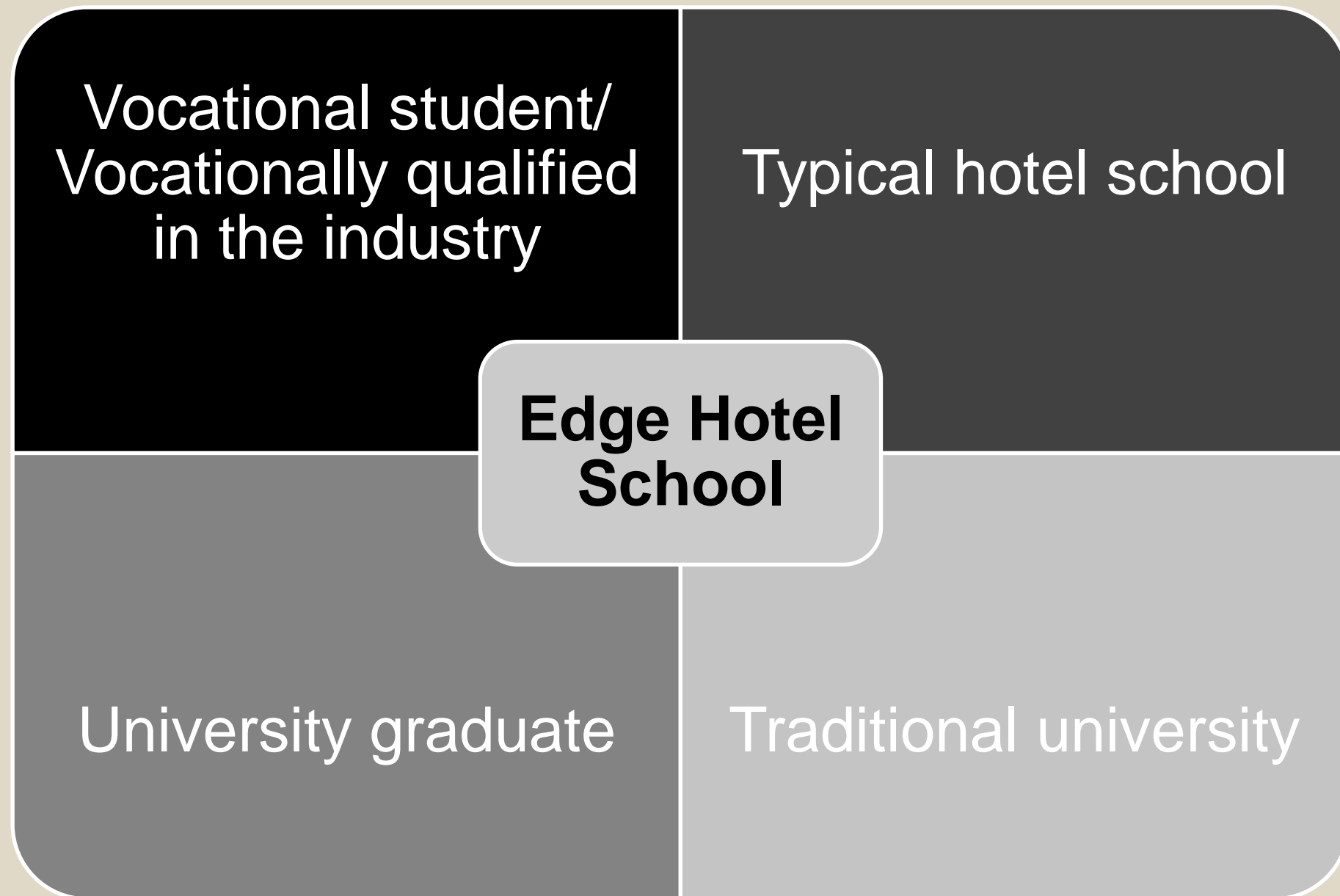
Professional  
Practitioners  
guide and  
nurture



Students  
leave with  
an award  
from the  
University of  
Essex

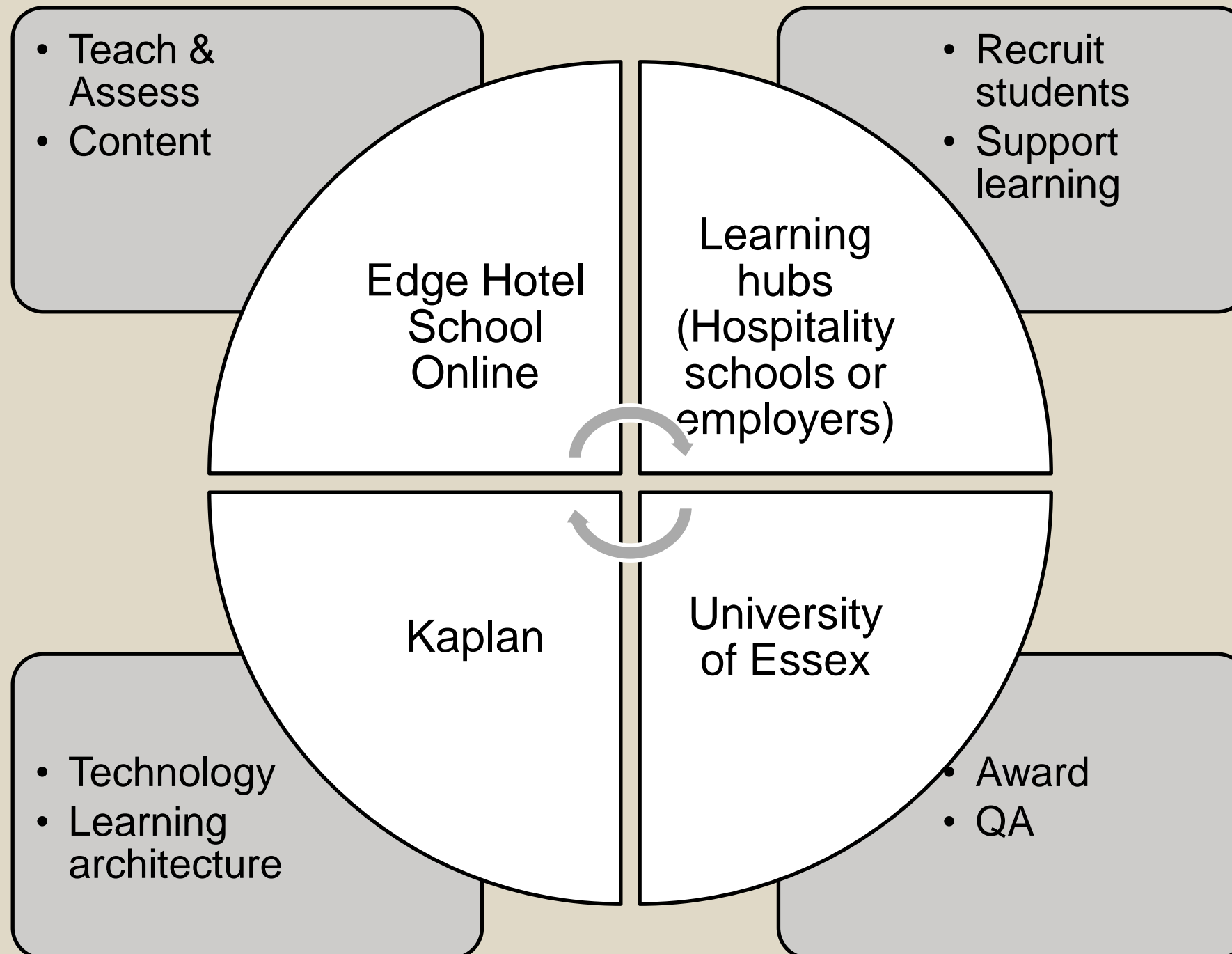
The Edge Foundation and Patrons

# EDGE Hotel School Online will fill a structural gap in hospitality education





# EDGE Hotel School Online will operate through a B2B partnership model



# University partners



Win: Win: Win situation

Mutual strategic objectives

Long term commercially sustainable relationship for both parties