

EDGE Hotel School and beyond

Alan Jenkins
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

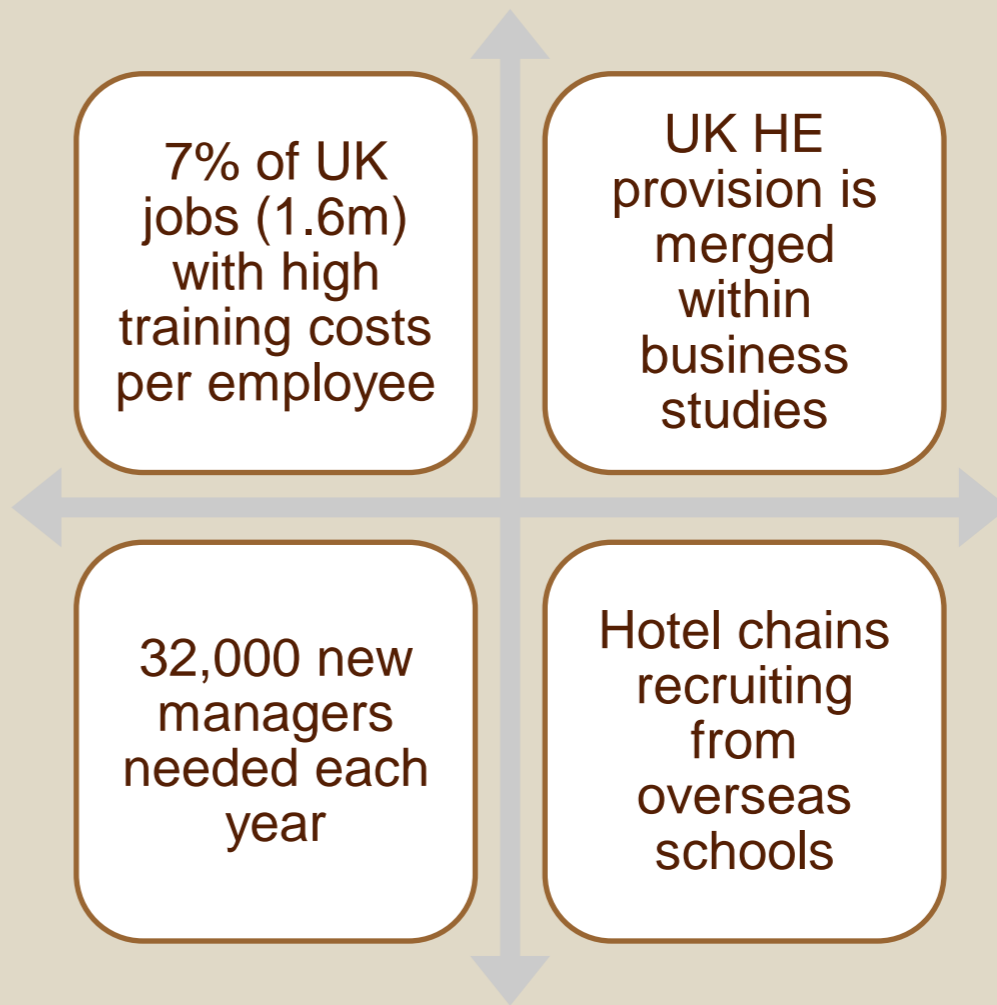
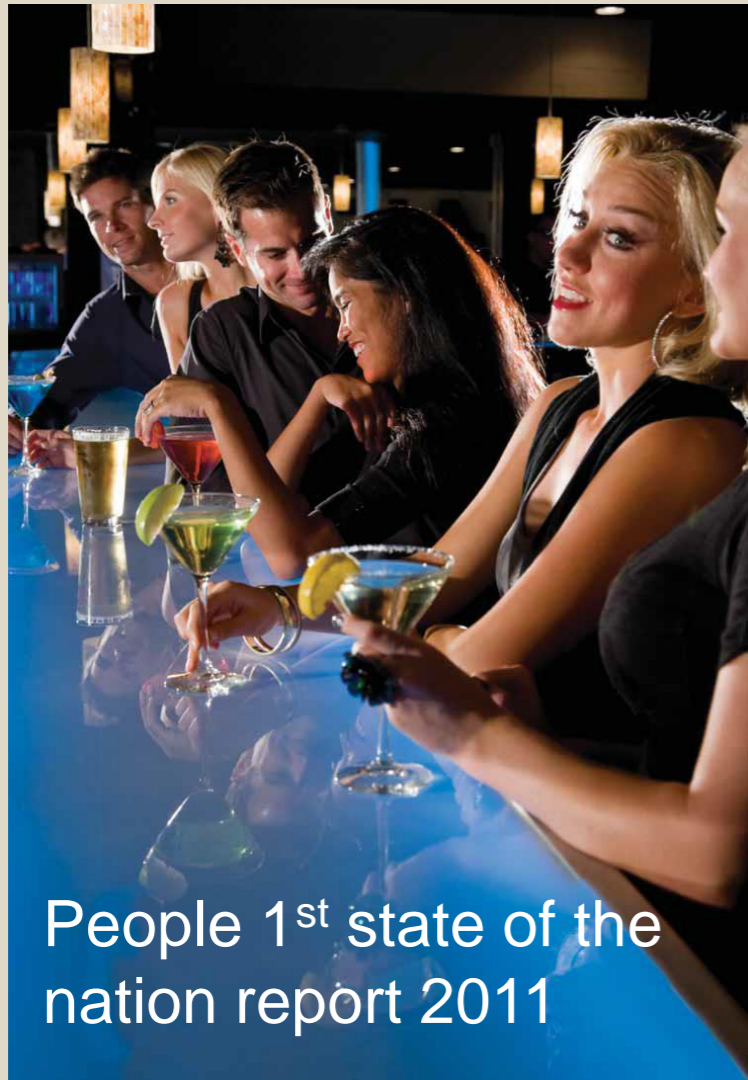
The University of Essex is research intensive,
inclusive, international and interdisciplinary



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



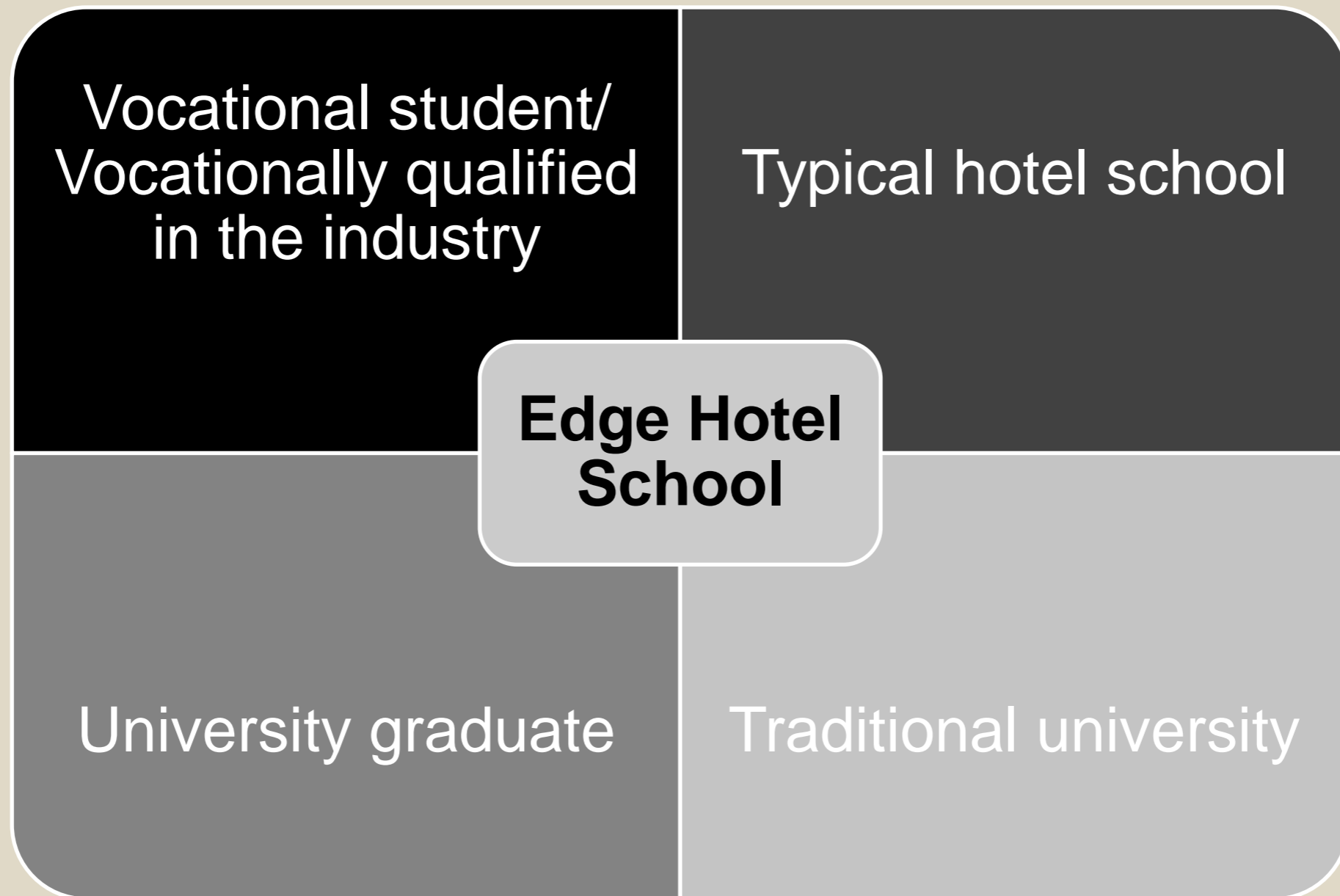
Professional
Practitioners
guide and
nurture



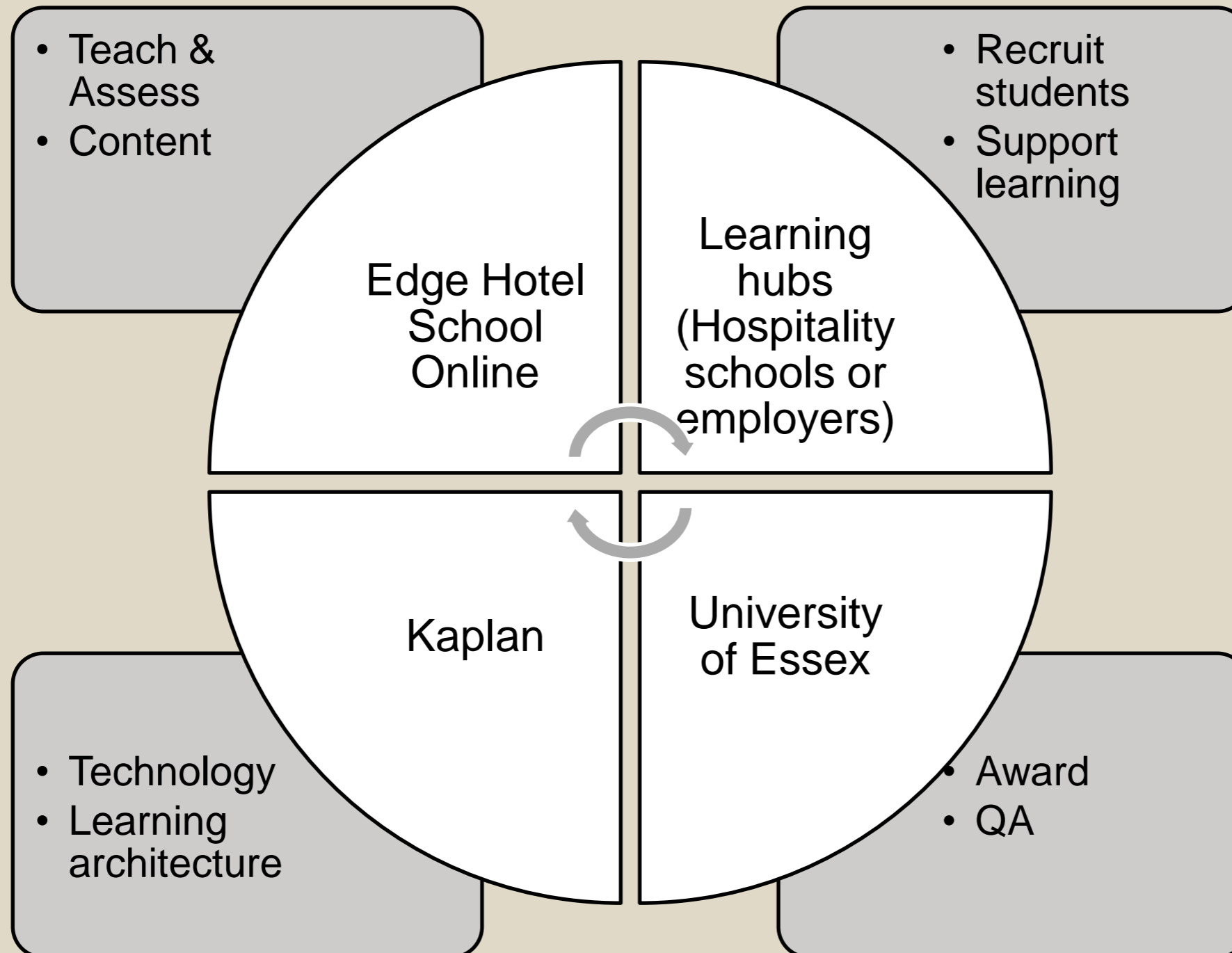
Students
leave with
an award
from the
University of
Essex

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