

Press Release of SHL Schweizerische Hotelfachschule Luzern
Lucerne, May 25 2023

Hospitality Unlocked: Interactive Conference Provides Exciting Insights into Careers and Developments in the Hospitality Industry

On Tuesday, May 23, 2023, the «Hospitality Unlocked» conference took place at SHL Schweizerische Hotelfachschule Luzern in Lucerne, Switzerland. The interactive event, organised by Chiara Segmüller, a dedicated SHL student, and the HSMAI Europe Student Council, attracted hospitality management students from across Europe to spend an exciting day together.

«Hospitality Unlocked» offered participating hospitality management students a unique opportunity to meet like-minded individuals, exchange ideas, and expand their network. The conference focused on the theme of «careers» and showed students how they can find their personal path in the hospitality industry. Josef Jans, Head of Business Development & Innovation at SHL, who provided great support in organising the event, emphasises the importance of such a platform: «An event like this demonstrates the versatility of our industry, allows us to discuss various opportunities together, and greatly helps broaden our horizons.»

Inspiration in Focus

The event programme was packed with inspiring panel discussions on topics such as career paths, leadership, personal branding, concept development, and storytelling. Prominent experts shared their knowledge and experiences on various aspects, providing valuable insights into the future of the industry and a diverse, highly international world. When it comes to career paths, Josef Jans highlights a clear message: «Today, we no longer speak of a linear career but rather 'squiggly careers' that correspond to a dynamic, winding career path.» Between the discussions, participants had the opportunity to network, share experiences from their careers, and build valuable relationships during lunch, the World Café, and networking sessions.

Full House

The event was a resounding success and generated great interest within the hospitality community. With 136 participants on-site at SHL's campus in Lucerne, the event was fully booked and provided an inspiring atmosphere for all attendees. «We are thrilled that we were able to secure such fantastic speakers for our event, as well as the positive feedback and the lively interest in Hospitality Unlocked», says Chiara Segmüller, the event organiser. «It was a fantastic opportunity for students to nurture their passion for the industry, gather new inspiration, and establish valuable connections.»

Pictures (Original data in the attachment)



Caption for picture 1:
Colin Abercrombie, Strategy Director of NEOM Hotel Development, and Thomas Goval, General Manager of Bürgenstock Hotels & Resort share their insights in a panel discussion with Josef Jans and Chiara Segmüller



Caption for picture 2:
Janicke Hansen, CEO of Syde, and Thomas Goval, General Manager of Bürgenstock Hotels & Resort, discuss concept development, experiences, and storytelling.



Caption for picture 3:
Hospitality Management students from all over Europe have gathered at SHL Schweizerische Hotelfachschule Luzern for «Hospitality Unlocked».

About HSMAl Europe Student Council

The HSMAl Europe Student Council is a student-led organization dedicated to supporting and empowering students pursuing careers in the hospitality industry. Comprised of enthusiastic and ambitious individuals from various hospitality management programs across Europe, the council serves as a platform for students to connect, collaborate, and enhance their industry knowledge and skills. Through organizing events, conferences, and workshops, the HSMAl Europe Student Council fosters a vibrant community where students can exchange ideas, gain insights from industry experts, and develop valuable networks. The council's mission is to inspire and prepare the next generation of hospitality professionals, equipping them with the necessary tools and resources to thrive in the dynamic and ever-evolving hospitality sector.

About SHL

SHL Schweizerische Hotelfachschule Luzern has been the practice-oriented and innovative educational institution since 1909, paving the way for young, success-oriented students to enter the national and international hospitality industry. As one of the two original Swiss hotel management schools, SHL has played a significant role in shaping hotel management education in Switzerland. Graduates of SHL hold leadership positions in the hotel industry, gastronomy, and other service sectors in Switzerland as well as internationally.

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