

WHEN ARTIFICIAL INTELLIGENCE MEETS HUMAN INTELLIGENCE

The rise of a new generation



THE BIGGEST COMPETITION AMONGST THE BEST HOTEL MANAGEMENT SCHOOLS IN EUROPE



emcup european mise en place cup

February 4th & 5th
MAASTRICHT, THE NETHERLANDS

THEME 2024

When Artificial Intelligence meets Human Intelligence
The rise of a new generation

Artificial Intelligence (AI) has brought significant advancements to various industries, and the hospitality sector is no exception. With its ability to process vast amounts of data, analyse patterns, and make intelligent decisions, AI is revolutionising our industry's playing field.

While AI undoubtedly offers numerous advantages, allowing employees to spend less time on mundane tasks and come up with new ways of staying in touch with guests, no matter how sophisticated, artificial intelligence systems still need human oversight. Can this disruption win over both the digital brain and the analog heart?



organisation@emcup.eu



emcup.eu



[emcup.eu](https://www.instagram.com/emcup.eu)



[EMCup](https://www.youtube.com/EMCup)



[EMCup](https://www.linkedin.com/company/emcup)



+31(0)43-3561091



WHAT IS THE EMCUP?

With the goal being to 'bridge the gap between young talents and industry experts', the EMCup has developed to become the greatest yearly competition among European Hotel Management Schools. Every year, a large number of passionate students come to The Netherlands to share their expertise with a twice as enthusiastic group of industry professionals.

COMPETITION DAYS

February 4th & 5th 2023 Maastricht, The Netherlands. The first day of the competition is all about getting familiar with everyone and the emphasis lies on networking. During day one, the students get to do their first pitch, talk with the business jury and get to know the other students. The second day is the day when the students truly show their pitching skills. During this day, the real competition sets off and students pitch their ideas and compete for first place. In the end, the main aim of these days and the competition is to create a lasting network and get the best out of yourself.

Want to know more?



Scan the QR code

Initiator

meet your needs
HotelloTOP
The Official Platform for Hotello's

Co-creators

mp
mise en place

hrc.
International

JOIN YOUR SCHOOL'S TEAM! Please contact *your* school's contact person