



MORE THAN JUST A COMPETITION



WHEN ARTIFICIAL INTELLIGENCE MEETS HUMAN INTELLIGENCE

The rise of a new generation

February 4th & 5th 2024 - 16th edition
Maastricht - The Netherlands

Initiator

meet your roots
HotelloTOP

Co-creators



hrc.
international

4



10



13



16



TABLE OF CONTENTS

3 More than just a competition!

4 What is the EMCup?

6 Board & Advisory Council

8 Participated schools 2023

9 Testimonials

10 Winner 2023

11 2nd & 3rd place 2023

12 Business Jury 2023

13 Theme 2024

14 Competition outline

16 Hosting City: Maastricht

17 Moderator: Q-staff

18 Want to join?

19 Contact

MORE THAN JUST A COMPETITION!

After organising yet another memorable edition in 2023, we are proud to introduce the EMCup 2024 with some new and improved elements!

Over the years, this prestigious competition has grown into one of the most important contests of the European Hotel Management Schools. And as former participants will tell you, it is much more than a competition. The EMCup not only encourages students to think outside the box by proposing real-life scenarios, it is also offering the perfect opportunity to meet and discuss ideas with professionals, as well as build relationships with them. In both cases, the students are to use their vision and experiences to wow the jury and make their mark. Gaining insights from both personal experience, as well as from others.

The competition kicks-off in November with writing a whitepaper, a social media contest, and the preparations for the competition days. Throughout the competition days in Maastricht, all teams are challenged to present their results in front of the Business Jury, represented by a diverse range of European industry professionals.

The EMCup strives to help build connections for the future, for both students, coaches and hospitality professionals participating in this amazing competition. The core strength of the EMCup lies not only in the competition, but also in bringing people together in a relaxed and pleasant

atmosphere, which sets us apart from other events. For many, an excellent starting point for career and business opportunities and for all, an experience of a lifetime.

So, are you prepared to expand your global network and take on new challenges? Then seize this opportunity and join us for yet another fabulous edition!

We are excited to see you in February 2024.

Hospitable regards,



A handwritten signature in black ink.

**STEPHANIE
VAN OORSCHOT**

HotelloTOP



A handwritten signature in black ink.

**CHARLES
VAN GOCH**

Mise en Place



A handwritten signature in black ink.

**FLORIS
DRABBE**

HRC International

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.

This tournament is intended for I-do-dare students who can distinguish themselves in this competition by presenting their vision and ideas. With every assignment, students are challenged to think outside the box on a real life topic. They get to develop their skills with critical thinking, collaborative learning, thereby challenging themselves to be the best version they can be.

The competition was launched in 2009 by HotelloTOP, together with co-creators Mise en Place and HRC International.

INITIATOR



HotelloTOP is committed to offering an (online) platform where, in an informal manner, knowledge can be made and shared. Thoughts can be exchanged, and doing business with each other is paramount. The core of the networking platform is that the connection is instantly there, simply because of the fact that everyone has studied at one of the Hotel Management Schools. HotelloTOP offers a very large network for and by Hotello's and hospitality professionals, resulting in many business opportunities.

CO-CREATOR



Mise en Place is the partner in hospitality staffing with over 25 years of experience. Their mission: 'together we proudly put energy in making friends and creating synergy'.

CO-CREATOR



HRC international is a training and career development company for the international hospitality industry, specialised in international hospitality training and career guidance; connecting the best possible employers with the best possible employees in the hospitality industry.



THE GOALS OF THE EMCUP

1. **Networking:** Encourage students to connect with industry professionals, peers, and mentors, fostering a strong network that can provide long-term benefits in their professional careers.
2. **Collaboration:** Promote teamwork and collaboration among students. This allows them to build relationships, learn from each other, and develop essential teamwork skills.
3. **Industry Exposure:** Provide students with opportunities to interact with industry leaders, gain insights into current trends, and understand the challenges and opportunities in the hospitality industry.
4. **Industry Recognition:** Provide a platform for students to showcase their talents and achievements in the hospitality industry. Recognize outstanding performances, innovative ideas, and exceptional projects, which could be leading to future job opportunities.

THE COMPETITION

The competition consists of two phases; the pre-competition and the competition days in Maastricht, The Netherlands.

During the pre-competition the students get to prepare themselves for the competition days. They start by writing a whitepaper on the theme, engaging in social media challenges, making an introduction movie and practising their pitching skills.

Then, during the competition days, the focus lies on content, pitching skills, quick-thinking, creativity and teamwork. The EMCup Business Jury members, consisting of hospitality professionals with various expertises, assess the assignments and provide the students with tailored feedback. But that is not all. Next to the competition, an important aspect of the EMCup is expanding your professional network. Therefore, we strive to create many networking opportunities between participating students, business jury members, coaches and the deans.

BOARD & ADVISORY COUNCIL



INITIATOR
STEPHANIE
VAN OORSCHOT

HotelloTOP



CO-CREATOR
CHARLES
VAN GOCH

Mise en Place



CO-CREATOR
FLORIS
DRABBE

HRC International



ALISHA
ALI

Council for Hospitality
Management Education



ALFRED
EELTINK

Independent
Hospitality Consultant



ARIE
VAN DER SPEK

Independent
Hospitality Consultant



BJÖRN
OLTHOF

Hilton



ERIC
ANDERSEN

Breda University of
Applies Sciences



INGE
VAN WEERT

IHG® Hotels & Resorts
c/o voco® The Hague



JULIE
SEIDEL

Marriott International



LUCAS WILLI
BUCHDA

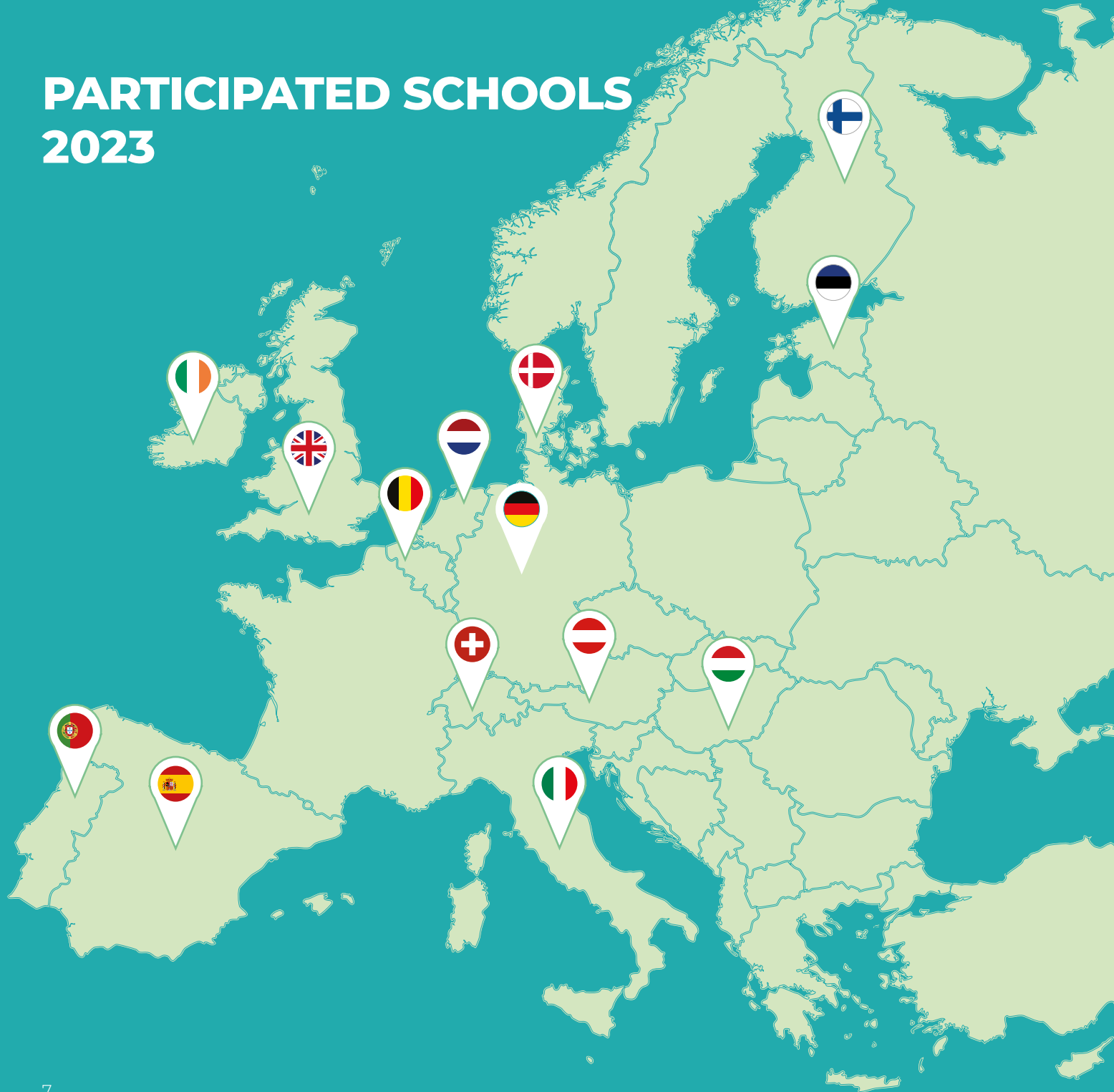
Mandarin Oriental
Zurich



PETER
DUCKER

Independent
Hospitality Consultant

PARTICIPATED SCHOOLS 2023



PARTICIPATED SCHOOLS 2023

AUSTRIA

FHWien der WKW University of Applied Sciences for Management and Communication

BELGIUM

AP University of Applied Sciences and Arts Antwerp
Erasmus Brussels University of Applied Sciences and Arts
Vives University Of Applied Sciences Bruges

DENMARK

University College of Northern Denmark (UCN)

ESTONIA

University of Tartu Pärnu College

FINLAND

HAAGA-HELIA University of Applied Sciences
Laurea University of Applied Sciences

GERMANY

Hotelfachschule Hamburg
IU International University of Applied Sciences

HUNGARY

Budapest Business School - University of Applied Sciences

IRELAND

Shannon College of Hotel Management. University of Galway
Technological University Dublin

ITALY

Libera Università di Lingue e Comunicazione IULM

PORTUGAL

Escola de Hotelaria e Turismo do Porto e Escola de Hotelaria e Turismo de Lisboa

SPAIN

Centro Superior de Hostelería de Galicia
CETT-UB: Barcelona School of Tourism, Hospitality and Gastronomy

SWITZERLAND

EHL Swiss School of Tourism and Hospitality (Passugg)
Clion Institute of Higher Education
Hotel Institute Montreux
HTMi Hotel and Tourism Management Institute Switzerland

THE NETHERLANDS

Breda University of Applied Sciences
Hotel Management School Maastricht
Hotel Management School NHL Stenden
Saxion University of Applied Sciences
Tio University of Applied Sciences

UNITED KINGDOM

Manchester Metropolitan University
Sheffield Hallam University

TESTIMONIALS

“

Best **innovative** and **efficient** way to connect in an informal way with students and passionate hospitality people!

Jordy Tousain

Maritim Hotel Amsterdam / Business Jury

“

I love being involved with the EMCup, it is without doubt the **best competition for hospitality students** I have ever seen. I am sure that amongst the competitors there are the future pace setters and leaders for our industry. Everyone involved - my fellow members of the Advisory Council, the management team who organise the whole thing, the coaches who nurture and support their teams and , of course, the students just all go that extra mile to make the event so very special and unique. I only wish that the EMCup had been there when I was a student!

Peter Ducker

Independent Hospitality Consultant / Advisory Council

“

Melia Hotels International truly believes that **people are at the heart of our organisation**, as such we fully engage and participate with the EMCup to support, create and help identify the leaders of tomorrow in the hospitality industry! No wonder that this is the place to be for tomorrow's talent.

Rogier van Zanten

Meliá Hotels International / Business jury

“

Involving in the EMCup is a **truly rewarding experience**. It allows you to develop a wide range of networks established through communication, multitasking events and teamwork. Our industry is fast-paced and constantly evolving and being with the EMCup simply keeps you engaged and challenged. Most importantly, the joy of providing excellent service and creating **unforgettable moments** for students and hoteliers is unparalleled and makes every event worthwhile.

Lucas Willi Buchda

Mandarin Oriental Zurich / Advisory Council

“

Greetings from University College of Northern Denmark! Thank you for an **inspiring and intensive experience** with both professional and personal outcome for our students which made a great impact both before, under and after the competition!

Else Bech Barndorff

University College of Northern Denmark (UCN) / Coach

“

Every year **the sparkle gets brighter and brighter**, and I am always happy to coach my students and help them achieve their greatest potential at the EMCUP competition.

Beverley Wilson-Wünsch

IU International University of Applied Sciences / Coach

“

The EMCup is **the perfect event to practice networking**, problem solving and presentation skills. In only two days you learn a lot about yourself and you grow as a person and a team.

Julia Bergé

Vives University of Applied Sciences Bruges / Coach



WINNER 2023



Shannon College of Hotel Management, University of Galway

Each of us brought different strengths and each of us wanted to achieve something through our participation in this year's EMCup. Guiding each one of us through the various challenges, tasks and submissions ensuring we worked to our best, achieved our goals and developed. From our participation and preparations each of us learned so much from academic writing, social media, brand development, networking, and public speaking.

Over the course of the 2-day competition we grew even closer as a team. This stood to us when we were working on team activities. The days were long but the people we met along the way made it all worthwhile. We made connections with people from every corner of Europe. Not only did we make connections, but we also made friends. Everyone involved in organising the EMCup put their greatest effort in coming up with ways to get us outside of our comfort zone. The icebreakers and games hugely contributed to the overall experience at the EMCup. On the awards evening we left NH Maastricht extremely proud of the work that we had put into the competition. While we were tired, we were really looking forward to getting some time to relax and enjoy a meal with our new friends. When we were announced as winners, we really couldn't believe it and we were just thrilled beyond belief. As Charles van Goch said, there are no losers, only learners. Participating in this competition brought us so much confidence and pride. To really understand how we felt, we recommend that you take the opportunity to take part in the EMCup 2024!!!

Since the EMCup, our whole view of our careers has changed. We now have such a huge network of industry experts, who we have developed relationships with, and are excited to support us. We all miss the time we spent at the competition and would return to Maastricht at the drop of a hat, if given the opportunity. Our confidence, self-worth and enthusiasm have grown hugely. To be given the chance to represent our college was an honour, and we would recommend the competition to any young Hotello!



2nd PLACE 2023



Hotel Management School
Maastricht

When the EMCup ends it always takes you a while to adjust to normal life again. This happens because the past few days during the competition you've been part of this amazing energetic environment with interesting positive people; compared to that, normal life is a bit boring. This year's EMCup challenged us to leave our comfort zone and put ourselves out there with the social media campaign surrounding our own brand. Furthermore, to meet students from all the other Hotelschools from across Europe was very exciting, creating lasting friendships. And lastly many doors were opened for internships and future careers when talking to the industry professionals.

For us, the competition allowed us to connect and reconnect to many friends from the industry and other educational institutes. So get out of your comfort zone and join the EMCup!



3rd PLACE 2023



FHWien der WKW University of
Applied Sciences for Management
and Communication

Participating in the EMCup 2023 exceeded our expectations and it has left a lasting impression. The whole event was well coordinated and there were so many opportunities to connect in a comfortable setting with other students as well as the Business Jury members, which gave us valuable insight into the industry. Similarly, being challenged to create solutions for real-life challenges the industry and hotels in particular are facing, helped us to broaden our horizons and understand business perspectives better. Even though the competition was challenging, dealing with performing under pressure got us out of our comfort zones and made us grow as a team and also individually.

We will take away many interesting new ideas and approaches from our EMCup experience, but most of all the connections made in Maastricht, which are already having an impact on our future career paths. And last but not least: We had lots of fun!

BUSINESS JURY 2023

Besides young talents, the EMCup brings together the directors and deans of the European Hotel Management Schools and many professionals of the hospitality industry. Our Industry Relations Officer Joris Eyck will happily tell you more about the **business opportunities available**. *Click for more info*

Additionally, the entire EMCup team will be on hand to help throughout the competition, before, during and afterwards. We will assist you with your pre-assignments and cases, as well as answer any questions you may have about the entire EMCup, using our expertise and experience.

We look forward to meeting you during the EMCup 2024!



JORIS EYCK
Industry Relations
Officer



STEPHANIE CLEVÉN
Team Leader &
Expert Event Manager



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.

One of the key benefits of AI in hospitality is enhanced customer service and guest experience by hyper personalisation. AI-powered chatbots and virtual assistants can handle inquiries and complaints, ensuring round-the-clock support. By analysing customer preferences and behaviour, AI algorithms can suggest tailored offers, services, and amenities, improving overall guest satisfaction.

In addition, AI is streamlining operations and optimising resource allocation. AI-powered systems can efficiently manage inventory, track demand patterns, and automate

routine tasks such as room cleaning and maintenance. This results in improved operational efficiency, cost reduction, and better utilisation of staff resources. AI-driven data analytics provides valuable insights into customer trends, market demands, and competitor analysis. This information enables hospitality businesses to make informed decisions, develop targeted marketing strategies, and identify new business opportunities. The benefits are endless...

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?

Created by AI, edited by a human.

COMPETITION OUTLINE

The competition consists of two phases. The first phase is the pre-competition in which students prepare themselves for the competition days. The second phase are the competition days in Maastricht, in which students compete against each other with their pitches for the Business Jury and in the final round in the Dragons' Den. The second phase also gives students the opportunity to network with the Business Jury.

PRE-COMPETITION PHASE

During the months before the competition, the students are challenged to do several assignments in order to get familiar with the topic and create awareness. Two of the assignments are included in the official grading and compose **35%** of the team's total score.

ASSIGNMENT 1 – RUMOUR AROUND THE BRAND

The schools have to promote their school, their team and the EMCup, by creating 'Rumour around the Brand' via social media, mostly Instagram. The organisation will collect all the promotion material online and through the engagement rate, all the teams will be assessed. In this way, all teams will be assessed equally with a proven formula.

WEIGHT
10%

ASSIGNMENT 2A –WHITEPAPER

Each team has to write a Whitepaper of maximum 5 pages, related to the theme of the competition. These papers will be assessed by the jury members prior to the competition days. Each paper is assessed by at least 3 members of the Business Jury. Assignment 2B will also be prepared preceding the competition days, but will be performed on the second competition day.

WEIGHT
25%

ADDITIONAL ASSIGNMENTS

In addition to the two official pre-assignments, each team has to prepare a creative introduction movie (max. 1 minute). Also some individual assignments are requested. Each team member has to fill out a behavioural scan, send in their personal resume and complete their profile for the EMCup App. These assignments are not included in the official grading, but will play an important role throughout the programme.

COMPETITION DAYS

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 where 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.

ASSIGNMENT 2B – PITCH WHITEPAPER

Each team presents the findings of their Whitepaper (assignment 2A) during a pitch of maximum 3 minutes, in front of the Business Jury. Each team is divided into a jury room, together with 3 or 4 other teams, and has to convince the Business Jury about their Whitepaper.

WEIGHT
15%

ASSIGNMENT 3A – CASE PITCH 1

Each team receives a case to solve, related to the theme of the competition. After preparing their presentation, they are pitching their findings in front of the Business Jury on which they receive immediate feedback.

WEIGHT
20%

ASSIGNMENT 3B – CASE PITCH 2

With the received feedback from Case Pitch 1, the students get some time to adjust their pitch before they present their ideas once more to the Business Jury. Here, they get scored one more time on their Case Pitch. Based on the grading of assignment 1, 2A, 2B, 3A and 3B, the winner of each room will go through to the finals. The students will receive feedback once more which the Top 9 can use in their Final Assignment.

WEIGHT
30%

FINALS

After Assignment 3B, the 9 teams (based on 36 participating schools) with the best scores will go head-to-head in a Final Assignment & Pitch, Dragons' Den style. The scores of Assignment 1, 2A, 2B and 3 will make up 50% of the total final score. The score of the Final Assignment, judged by the Dragons and the whole audience, makes up the other 50%, which then determines the winner of the EMCUP!



ASSIGNMENTS & ASSESSMENTS

COMPETITION ROADMAP

Click for more info

HOSTING CITY MAASTRICHT



We cordially invite you to Maastricht! The most European city of The Netherlands, known for its enjoyment of life, good food and extravagant spectacle. A city with historical buildings and trendy design shops. Stately churches and adventurous caves. Vibrant festivals and high-profile exhibitions. And, most importantly, hospitable culture offering flavourful sensations for anyone and everyone.

This true European city has a rich history with Roman roots and is generally crowded with international students. Not only was the crucial "Treaty of Maastricht" signed here in 1992, but the city itself is placed at international crossroads, with places like Brussels, Liège, Aachen, Cologne, and Düsseldorf within an hour's drive.

One thing is certain about Maastricht: it is a city with a strong European orientation that prides itself on its hospitality and culture, and it is in constant communication with the rest of the globe. Therefore, the ideal location for the EMCup!

**RESIDENT
PARTNERS**

Hotel Management
School Maastricht **ZU
YD**



TIH HOTEL GROUP
PART OF **MINOR
HOTELS**

EMG
VENUE / REBELLE





MODERATOR: Q-STAFF

Hostmanship lives within each and every person, and within every sort of organisation or company. We believe in developing people in hospitality, and eventually developing the hospitality industry. Therefore we focus on people first. Seeing their growth and realising that we have the opportunity to contribute to their development and the development of the industry, gives us all the inspiration to continue with living our passion to turn vision into reality.

Q-Staff is a Learning & Development organisation. As an organisation, we are continuously busy with creating learning moments and learning trajectories within companies. Creating a learning organisation, in which human beings, both individually and within a team, are core business.

We inspire you with hospitality training, leadership programmes and empowerment. This is supported by our core values; curious & eager to learn, open & reflective and empowering passion. Hospitality is therefore highly important. Hospitality is not a concept that belongs only to the hospitality industry, it is everything we do, the way we deal with others, both in our daily and professional lives.



**TIM
HORRIX**



**DITMAR
LOGGHE**

[WWW.Q-STAFF.EU](http://www.q-staff.eu)

WANT TO JOIN?

CRITERIA

To participate in the EMCup, the following criteria have to be met:

- The school educates students for a Bachelor degree in Hospitality and/or Hotel Management
- A school can participate with maximum one team, consisting of minimum 4 and maximum 5 students and 1 or 2 coaches
- Students are not allowed to participate in the competition more than once

REGISTRATION

To provide a high quality programme, a maximum of 36 schools can participate in the EMCup. Admission takes place on a “first come, first serve” basis. The schools that participated in the 2023 competition, are offered the opportunity to pre-register until Friday October 6th 2023.



For each participant in the EMCup we ask for a participation fee of € 250,- excluding VAT, which includes the following:

- Two overnight stays in a hotel, including breakfast, on Sunday February 4th and Monday February 5th. The students will be sharing double or triple rooms. One single room per coach is offered
- Transport during the official EMCup programme
- Food & Beverage during the official EMCup programme

OTHER COSTS

Transport to and from Maastricht has to be organised and paid by the participating team. Pre- and post-nights are not included, but the reservations for these additional nights will be taken care of by the EMCup organisation.



REGISTER VIA [EMCUP.EU](https://emcup.eu) BEFORE FRIDAY OCTOBER 20TH 2023



EUROPEAN MISE EN PLACE CUP

Parkweg 28 · 6212 XN Maastricht · The Netherlands
tel: +31(0)43-3561091 · organisation@emcup.eu

