

Lobster Ink in collaboration with Hotelschool the Hague

Starting March 2016 [Lobster Ink](#), in partnership with [Hotelschool The Hague](#), will be releasing a management focused series of courses for food and beverage department and revenue managers. Each course is 6 weeks long, made up of a 4 week theory component, and a week long 'Open Class' session hosted by an expert Hotelschool The Hague facilitator. In the last week students will need to submit an assignment to complete the course successfully. If all portions of the course are passed, students will receive accreditation from both Lobster Ink and Hotelschool the Hague.

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As the landscape of education and learning evolves, teaching institutions need to continually innovate in order to keep up to date with the demands put on today's students. In fact 'on demand' has become a catchphrase of the 20-teens and there is an almost universal expectation of immediacy. The entertainment and technology industries have to reinvent themselves constantly to remain relevant, because the question on people's minds is no longer how content will be delivered but how often. Added to this, consideration needs to be given to the limited airtime every piece of information has in a person's consciousness, and finally just being heard through all the ruckus can often be one of the biggest challenges a company or brand has.

[Lobster Ink](#), the global leader in online hospitality training approached their partnership with Hotelschool The Hague with all of this in mind. Each institution has an exceptional reputation in the hospitality industry.

[Hotelschool The Hague](#) has been in operation since 1929 and was recently announced the best public hotel school in the Netherlands by the Keuzegids HBO 2016. While Lobster Ink provides luxury service and product training to over 10 000 hotels worldwide, utilising a method of online learning that makes it possible for learners to implement newly learned skills immediately.

These two industry leaders have partnered to create a world-class management programme. Hosted on the new [Hotelschool the Hague Online platform](#), powered by Lobster Ink and facilitated by industry experts, this series of courses offers hospitality students the best in educational learning methods. The two new management series focus on food and beverage, and revenue management practices and methodology.

The [Food and Beverage Management](#) series is tiered and will cater to managers at every level. Some of the course topics include stock control, pricing strategies and international marketing techniques.

The [Revenue Management](#) series is also tiered and students will be introduced to concepts like market segmentation, revenue management principles and key performance indicators.

All courses feature a combination of high definition video lessons, expert driven content, world-class course manuals and lecturer lead forum-based discussion that can be accessed on all mobile, desktop and tablet devices. The management series is 'always on' so students can study whenever is most convenient for them. **Upon successful completion of each course students will receive full accreditation from both Lobster Ink and Hotelschool The Hague.**

Registration is open and courses start from March 2016 with four intakes this year. Applications for groups at hotel level are available.

Sign up today or **contact us** for more information.

 Lobster Ink Hotelschool The Hague Registration	Visit site
 About	Visit site
 Lobster Ink - the world's leading hospitality learning platform	Visit site

ABOUT LOBSTER INK

Enable the potential in your team!

We're Lobster Ink, the world's leading hospitality learning platform.

With Lobster Ink there is a return on investment for every minute spent on learning

Lobster courses cut the logistical costs of learning, deliver your brand message consistently and create long-term learning paths for your team. You always get a return on investment, a return on brand, and a return on learning.

Simple onboarding. Easy to use. Comprehensive reporting.

It's incredibly simple to get your team up and running on the platform. Detailed, real-time reports make sure you can track every team member's progress, and with your team using one learning platform, communication becomes more streamlined.

Lobster Ink is designed with learning in mind

5 Minutes a Day

Lobster Ink's small bursts of learning don't interrupt a busy schedule, and make sure every minute given to

learning on the platform counts.

Multi-Platform

There's no need for special software or dedicated training rooms. Lobster Ink's easy to use platform lets your team learn anywhere, anytime, on any device.

Multiple Languages

Learn in your language. The platform is perfect for establishments with diverse staff, or brands with staff across the world.

Powerful Administration Portal

We give managers the data to manage. Action orientated analytics allow for efficient team management to improve your bottom line.

Content Experts

Learning from the best with Lobster Ink. Let your team share in the years of experience provided by our global team of content experts.



Lobster Inknewsroom