



# Luxury Hospitality Leadership & Management



## Brochure 2019

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## LUXURY HOSPITALITY ACADEMY

*"Inspiring excellence in service by developing caring hospitality professionals"*

Self-Managing Leadership training.

We at the Luxury Hospitality Academy have all worked on-board yachts and cruise ships and are incredibly passionate about hospitality & effective leadership. We have teamed up with true professionals in different fields to ensure that you will not only gain the required skill set, you will be motivated to work on your personal and professional development long after your visit to Chateau Marquette.

This is why we have partnered with key specialists in leadership & management training. We have set out to provide professionals like you with the tools and guidance that you need to successfully manage yourself, the individual crewmembers in your team, the actual team as a whole and the relations with other departments.

We are providing these tools for you to obtain an edge through innovative leadership development certification. The ILM certification you receive is recognized outside of our industry and incorporates self discovery, assessments and coaching.

*Superyacht executive development customised for you!*

Kind regards,  
Peter

A handwritten signature in black ink, appearing to read 'Peter', with a long horizontal line extending from the end of the signature.



## TRAINING INFORMATION

**Duration:** 5 days  
**Location:** Heemskerk, The Netherlands

**Accredited:**

Institute of Leadership & Management [ILM] UK  
Talent Dynamics  
PYA GUEST

This Luxury Hospitality training will provide the following:

- LHG Certification; Self-Managing Leadership
- PYA GUEST Certification; Yacht Interior Management
- ILM Certification; Continuous Professional Development

The Luxury Hospitality Self-Managing Leadership training provides key information for crew who operate at [middle] management level in professional yachting.

The syllabus includes team building & communication techniques, administration, information & financial management tools, leadership development and in-depth event & destination management. Furthermore there is a strong emphasis on human resource skill development, which includes recruiting, performance management, mentoring and coaching.

The training completes the learning path for a hospitality professional, ensuring that all elements have been discussed, handled and clarified.

**“I didn't know what to expect from this course, but very much wanted to do something like it. Thought that it was eye opening and very interesting and would like to recommend this course to anyone who wants to become a better manager**

**Jacob Lie, Bosun on MY Here Comes The Sun**

## TRAINING INFORMATION

This training program is designed for anyone who is in a position of responsibility, wishing to expand their knowledge and who needs effective tools to lead them to great performance.

Through this program, we help the leader to better understand the impact he/she can have on individuals and team performance, as well as the need to be flexible and adaptable.

On completion of this training, participants will have the knowledge and skills to develop, coach, mentor and motivate their crew or staff towards a common goal.

	LEADERSHIP & MANAGEMENT TRAINING	CERTIFICATION	LOCATION
DAY 1	The first day is all about understanding yourself before we can focus on others. We showcase the impact you can have on peers and the overall team performance, as well as the need to be flexible and adaptable. An inspiring day which lays the groundwork for the week to follow.	GUEST Interior Yacht Management & ILM	CHATEAU MARQUETTE
DAY 2	We continue from where we left yesterday and focus on teambuilding & communication with our new found perspectives. Identifying the different leadership styles and how they affect individuals & teams. It's a practical day with lots of lightbulb moments for everyone.	GUEST Interior Yacht Management & ILM	CHATEAU MARQUETTE
DAY 3	A day in where you learn how to set goals, be a coach and even a mentor to your fellow crew-members. An inspirational day providing you with the insight you need to take the new skills and apply it back home on the work floor.	GUEST Interior Yacht Management & ILM	CHATEAU MARQUETTE
DAY 4	Event production extraordinaire! A day where you are teamed up and tasked to design the most amazing event. Whilst going through the exercises you are learning a systematic approach to event production and destination management.	GUEST Interior Yacht Management	CHATEAU MARQUETTE
DAY 5	The essential management training required a bigger picture of managing the operation. We provide you with an admin tool box to effectively run the hospitality management of a luxury asset.	GUEST Interior Yacht Management	CHATEAU MARQUETTE



## TRAINING PACKAGES

The extraordinary training is held at Chateau Marquette north of Amsterdam, The Netherlands. The estate has a beautiful 18th century listed castle surrounded by 26 hectares of nature. At 300 meters Hotel Marquette is situated at the same grounds. The castle features Royal décor and a very friendly team of welcoming staff who will look after you during your stay.

All packages include the course materials, certificates, coffee, tea, drinks and snacks during the training, as well as lunch and dinner throughout your stay.

The investment is € 575,- per person, per day (the total for 5 days € 2875,-)

The course commences each day around 9.00 and wraps between 17.00 and 18.00. We do organize evening workshops and presentations around the meals.

Students mostly choose to stay at the estate for the duration of the course. Therefore we have arranged for different hospitality packages. Staying at the estate means that all the rooms throughout the estate are at your disposal after course hours. We recommend you arrive on Sunday, late afternoon / evening. A welcome dinner is provided and the remainder of the evening gives you a good opportunity to get to know your fellow students for the week.

Chateau Marquette is situated 20 minutes by taxi [65 Euro] / uber [30 - 35 Euro from Amsterdam/Schiphol Airport.

Accommodation, breakfast & dinner is available at Hotel Marquette at a special preferred rate:

- Shared accommodation € 125,- per night
- Single accommodation € 165,- per night
- *Minimum amount of students apply [6],*
- *All pricing excludes VAT when applicable*
- *Our Terms & Conditions apply*

## TRAINING DATES

Luxury Hospitality Self Managing Leadership

5 days

18 Mar – 22 Mar 2019

Luxury Hospitality Self Managing Leadership

5 days

14 Oct – 18 Oct 2019

## ABOUT THE TRAINERS

### Peter Vogel

Peter has spent more than 20+ years working onboard and acting as a consultant to some of the largest yachts and cruise ships in the world. As a former butler, steward, chief steward, interior manager and fleet hospitality and event manager, Peter has overseen hospitality operations for some of the world's most impressive motor yachts including MY Octopus, MY Lady Moura and MY Tatoosh. Furthermore, he has produced luxury events on all 7 continents of our globe.

Given his unwavering commitment to high standards of service, Peter has been an integral part and worked closely with the Professional Yachting Association (PYA) since 2011 to create the PYA GUEST Programme, putting in place an industry benchmark for interior and hospitality standards.

In 2012, Peter was instrumental in developing a partnership with the Warsash Maritime Academy which led to the establishment of the Warsash Superyacht Academy, now a world leader in superyacht training for interior, deck and engineering.

As founder and Managing Partner of the Luxury Hospitality Group (LHG), Peter plays a pivotal role in ensuring the group's Luxury Hospitality Academy and LH 360 services are delivered by the best trainers and consultants within the industry and specialists from the luxury yachting, hotels and resorts, and domestic estate industries.



**Peter Vogel**  
Hospitality Specialist  
Managing Partner/CEO

**Informative, eye-opening, collaborative, confidence-building, gap-filling. Feel more confident about my existing activities, these I need to work on. And also confident about my place in the industry, I feel I have more awareness on how I act and communicate, learning to LISTEN, give better expectation guidelines.**

**Caroline Stapley – Chief Stewardess**

## ABOUT THE TRAINERS

### Chris Alder

Having been on the receiving end of poorly trained managers while working in the catering and hospitality industries, Chris is driven by his personal mission to raise the standards of leadership and people management. He is passionate about instilling in people the ability to lead and to inspire those they lead.

As a certified Integral Master of Coaching with Integral Coaching Canada – and as that company’s European Trainer – Chris brings to Luxury Hospitality Group (LHG) valuable experience and insights gleaned from working in hospitality and as a chef on-board luxury yachts and at private residences including luxury ski chalets in Europe.

Chris understands the demands placed on those working in the luxury hospitality industry and, in particular, the impact of those demands on crew in leadership positions. Chris has first-hand experience of working under pressure to cater for the specific needs of Ultra High Net Worth Individuals.

With this rich experience in the luxury industry and in leadership training, Chris joins the LHA team as a specialist trainer, facilitating practical workshops for our clients around the world.



**Chris Alder**  
Leadership & Management  
Specialist



**George & Kirsty Brooks**  
Event Production &  
Destination Management  
ASARO

### George & Kirsty Brooks

We are thrilled to be able to invite the founders of exclusive Superyacht event management company Asaro to join us for a full day session with our participants, giving them an exciting team challenge to complete and passing on a wealth of event management tools and techniques.

Asaro have taken their passion and expertise to lift the bar in our industry to extraordinary heights, combining travel and adventure with history and culture, to create imaginative and unforgettable experiences that capture the essence of discovery anywhere in the world. Asaro is founded on the belief that people who want to create the perfect live event need to work with Live Experience specialists, who are able to not just magically create, but successfully deliver!

Asaro is driven by years of live events experience and is supported by extraordinary creative partners. Brilliant creativity is brought to life seamlessly through exceptional planning and logistics, enabling clients to look beyond the existing boundaries of what is possible!