A woman with dark hair pulled back, wearing a white short-sleeved blouse with puffed sleeves and a dark vest, is leaning over a table in a restaurant. She is smiling warmly at the camera. On the table in front of her are two empty wine glasses. The background is a blurred restaurant interior with white-cushioned chairs and wooden paneling.

Lobster Ink Course Adoption Proposal

Making the online learning of the hospitality
industry available to your school

hosco.
Empowering Hospitality

 **Lobster Ink**

Supporting you during and after the COVID-19 crisis

The Hosco and Lobster Ink Partnership

Hosco - the world's largest hospitality network - and Lobster Ink - the hospitality industry's training provider of choice - have teamed up to empower future hospitality professionals with the skills and knowledge needed to operate to the highest international standards.

Lobster Ink's unique combination of a learning experience platform and industry-acclaimed training content is designed to make training and learning more effective and engaging. Lobster Ink training has been adopted by more than 1 million registered learners in some of the world's leading hospitality brands across 140 countries.

Now, for the first time, hospitality schools can adopt Lobster Ink's online Hallmark Learning Library, created in partnership with subject matter experts and supported by a proven learning methodology, to reinforce their student's online learning, internship requirements, practical course delivery and CPD strategies.





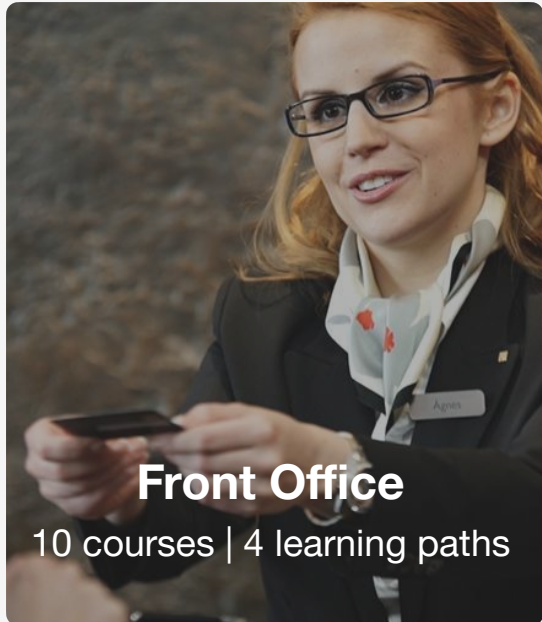
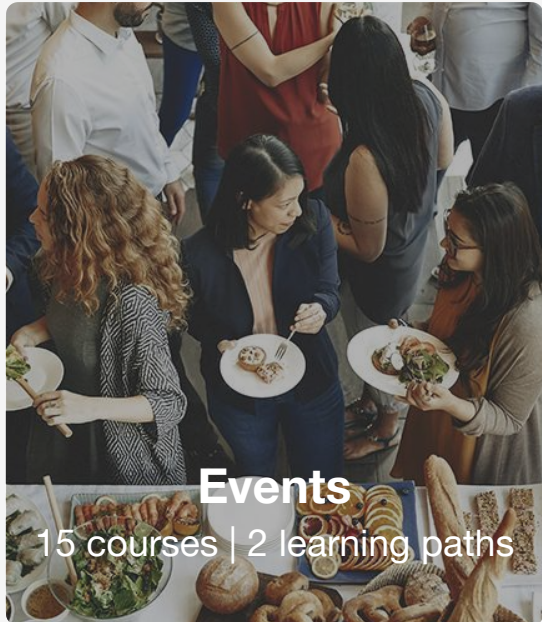
The Lobster Ink Hallmark Learning Library

- 180+ online courses**
- 1570+ micro lessons**
- 200+ hours of learning**

- Created in partnership with leading subject matter experts
- 8 categories of learning covering all aspects of hospitality, from line level to management
- Practical skills, knowledge and behavior training in multiple languages
- Industry-accredited courses adopted by the world's major brands



Hallmark Learning Library



Developing training material is always **guided by these core principles**



Balance Cognitive Load

Ensures maximum knowledge transfer and retention



Storytelling

Creates emotional connections with technical and soft skills training



Microlearning

Task-based and focused on reducing “seat-time” and accelerating “time-to-competency”



Operational Support

Through access to useful tools, templates, advice and refreshers



Empathy

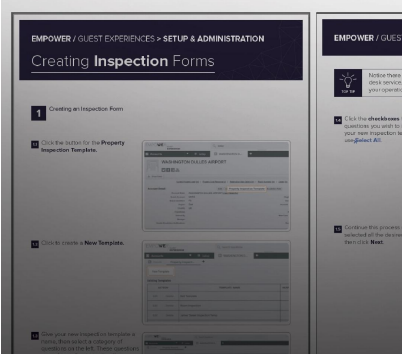
As a guiding principle to ensure we’re aligned to the learner’s reality





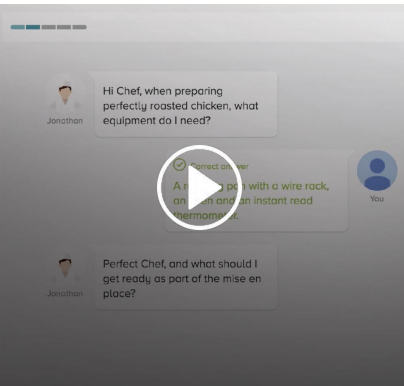
Interactive Lesson Formats

Interaction doesn’t only make for a more engaging learning experience, it’s proven to help the right knowledge stick, expedites experience and builds confidence too.



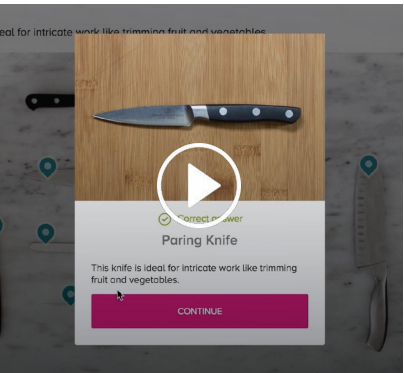
Document

Designed for reference guides, group learning or offline workbooks. Documents reinforce learning outcomes from previous lessons and provide more detail.



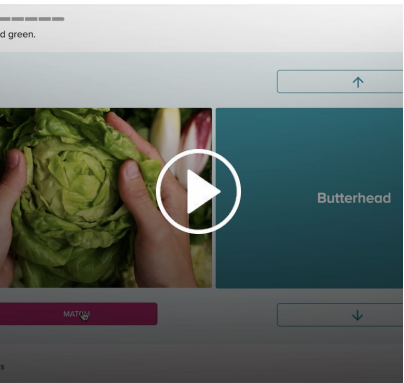
Dialogue

A simulated conversation that trains learners on what to say, *and* how to say it. Correct and incorrect responses elicit different response, allowing learners to improve their skills in a controlled environment.



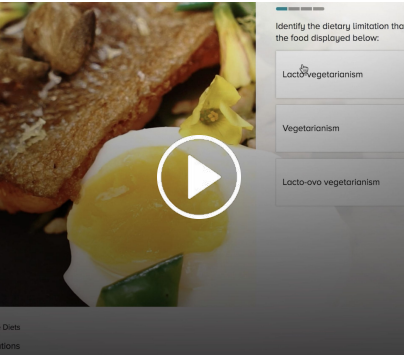
Hotspot

Learners interact with images based on specific questions or instructions, testing their ability to identify and analyze what they’ve learned.



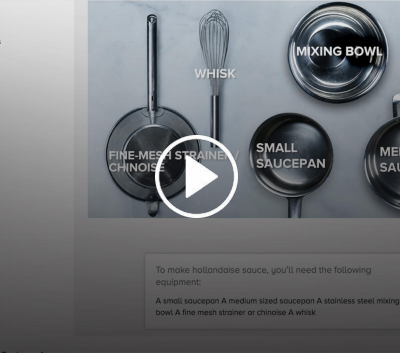
Combination

Learners match images or GIFs with concepts, ideas or products - cementing links between ideas, thoughts or items. Immediate feedback is given, allowing the learner to gain more information while completing the task.



Visual Choice

Learners make decisions based on multiple real-world image examples. Whether their answer is correct or incorrect, they receive bites of information that support the learning process.



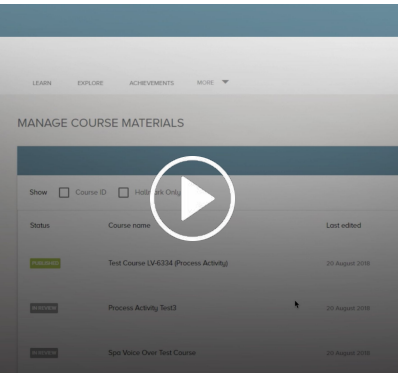
Process

Learners engage with a linear process at their own pace, allowing them to understand the ‘why’ and ‘how’ behind each sequential step in procedural tasks.



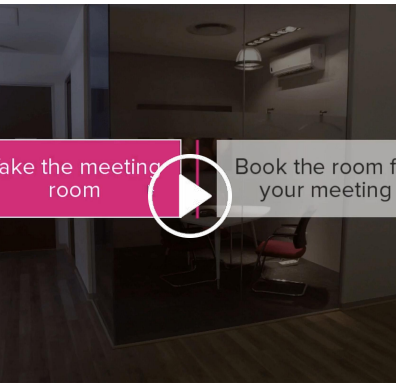
Process Recipe

Scrollable interactive lesson showing the list of ingredients, equipment, and steps to the method. It is accompanied with a recipe card.



Simulation

Learners practice complex procedural skills with simulations for user implementation - bridging the gap between learning and practical application.



Interactive Video

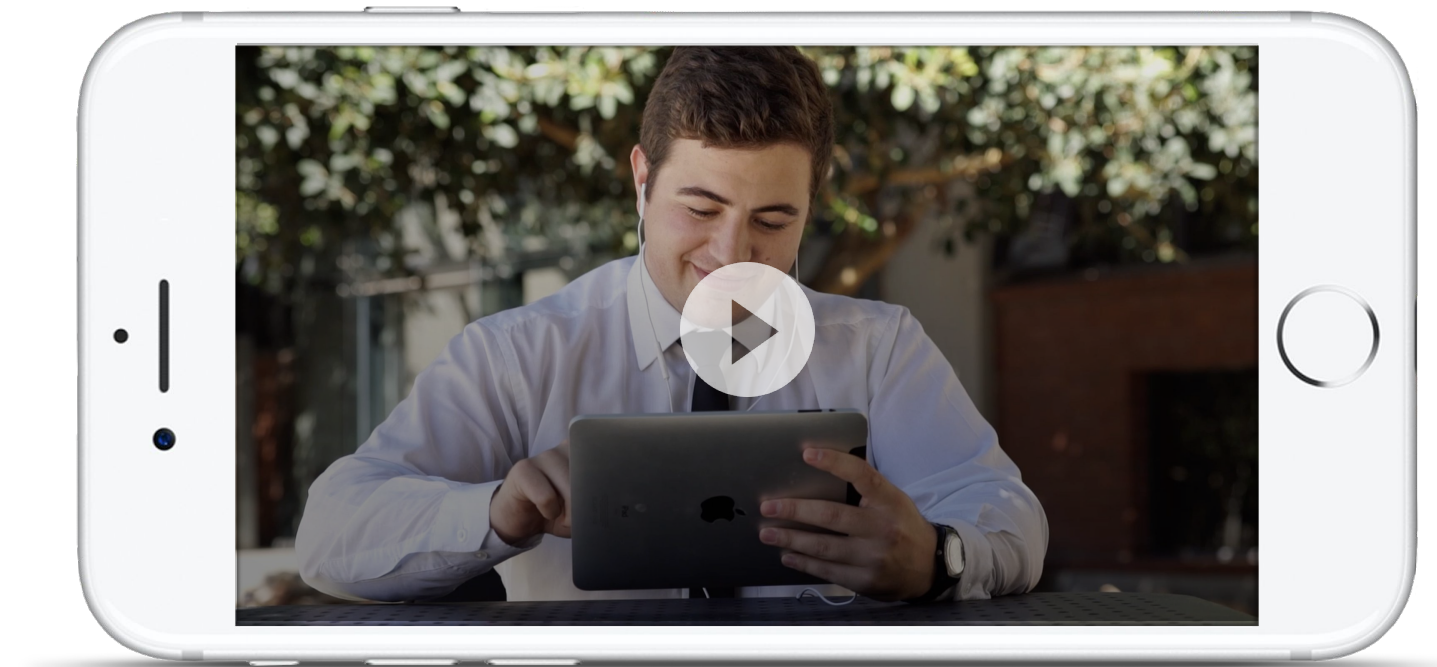
Learners explore “cause and effect” with scenario-based video. Learners are required to make decisions at key points, and then discover the consequences of their choices.



Features to make learning more accessible and engaging

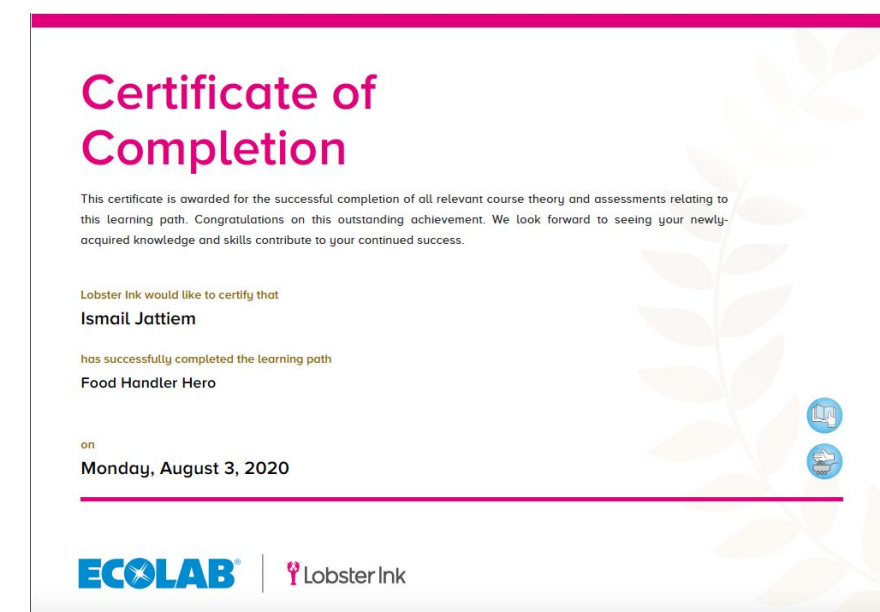
- Practical outcomes-based training that is more efficient and effective
- Access to learning and training on any device, any time
- Built-in gamification motivates learners and encourages engagement
- Certificates of completion issued after completing each Learning Path
- The Lobster Ink platform allows multinational teams to move through the full experience in their language of choice

A student's perspective through the learning experience

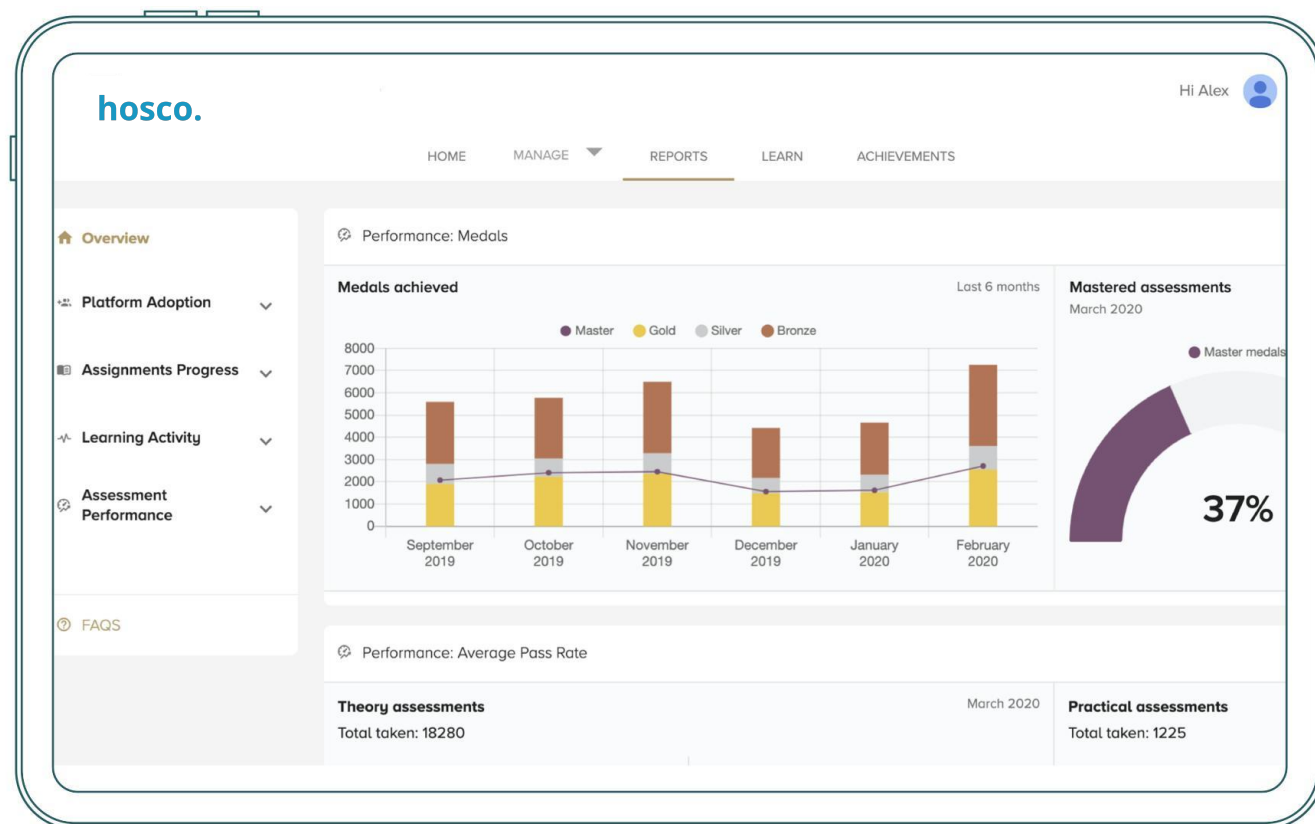


Click play to watch

Example of a certificate of completion



Learning management and reporting



Program managers and academics will have their own platform access to invite students, assign learning assignments, track course progression, identify areas that need attention and view data and results.

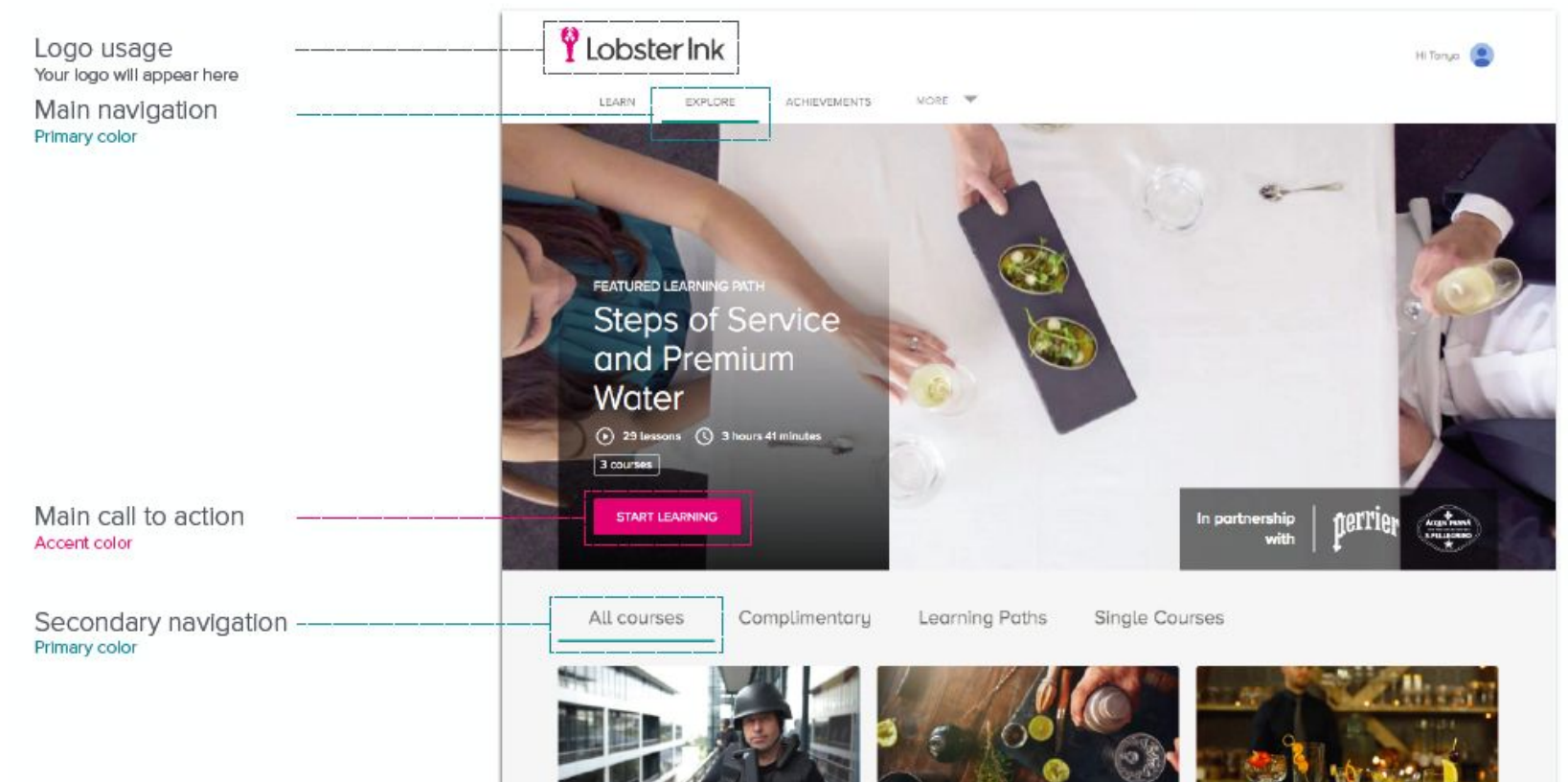
- Invite and manage users through dedicated 'Manage' overview page
- Assign training to one or multiple user groups quickly and accurately
- Proactively identify areas that need attention
- Track course progression and identify barriers to progress
- Gain accurate insights across programs
- Download the full data set or tailor your report
- Download the metrics that matter most to you
- Download Practical Assessments and capture scores
- Download and issue learner certificates



Customize your learning platform

- School branded (logo) learning environment
- Co-branded certificates of completion and course completion medals
- Content uploads of school's own learning materials and videos
- LMS integrations including single sign on
- Custom learning paths combining Lobster Ink and school content
- Turnkey training content to offer B2B and B2C audiences

Example of learning space customizations



Remarkable Brands using Lobster Ink

A well established global training provider



Partners



Lobster Ink Hallmark Learning Library

License options - **THE-ICE MEMBER SCHOOLS OFFER**

The school may choose to adopt one or both options below based on its needs:

Generic Lobster Ink learning platform

- Unlimited access to all courses and content on the platform for each learner
- Manager functions, reporting and data downloads
- Ability to assign courses to individuals or groups of learners
- No setup fees and no minimum order volumes
- **75 EUR** per license, per learner, per year (normally 100 EUR)

Customized learning platform

- Unlimited access to all courses and content on the platform for each learner
- Manager functions, reporting and data downloads
- Ability to assign courses to individuals or groups of learners
- School branded learning environment, medals and certificates of completion
- Ability to create custom Learning Paths and upload the school's own content
- **75 EUR** per license, per learner, per year (normally 100 EUR)
- 1,500 EUR setup fee*
- 15,000 EUR minimum order volume

Additional fees may apply based on scope of customization





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