

Award Ceremony at Masquerade Gala Dinner

To conclude the LHE International Workshop in style, the award gala dinner took place on the last night in a Venetian atmosphere.

Wearing masks but not anonymous at all, some of the participants were called on stage by David Graves, Michael Huckaby and Arie van der Spek to receive their well deserved awards for a great work in 2010 delivered by heads of the schools. The formal ceremony was followed by Marbella Big Band bringing everybody on the dance floor.



The winners of the 2010 awards were:

- Award for Outstanding Enrollment for LRB: KIC Hospitality, India: Ganesh Kohli & Bela Brahmabhatt
- Award for Outstanding Enrollment for GIHE: Worldwide Education Ltd., France: Martine Charpenet
- Award for Outstanding Enrollment for LRG-UAS: M+F Consulting, Italy: Francesca Bonzo
- Award for Outstanding Enrollment for LRM: Pedro A. Dos Santos Sacadura Nogueira Martins, Portugal
- Award for Outstanding Enrollment for BM & AIHS: Atlas International, Korea: David Nam & Anais Kim
- Award for Outstanding Enrollment for LRJJ: IQ Consultancy, Russia: Anna Voznessenskaya
- Award for Outstanding Enrollment for Kendall: Go Study, Sweden: Patrick Hansson & Jesper Hammar
- Award for Outstanding Enrollment for Art & Design: Vana Najjar, LHE, Italy
- Award for Best Practice: Erika Clark, LHE, Indonesia & Malaysia
- Award for Best Hospitality Spirit: Vincent Wood, LHE, Switzerland
- Award for Best New EC: Unitips, Japan: Kei Chin
- Award for Best High School Development: Triagonal, UK: Marcus Burnett & Hubertus Von Liechtenstein
- LHH "What happened contest" winner: Ramona Wessel, Euroeducate, USA

*HELL is when
The police are German
The cooks are English
The mechanics are French
The lovers are Swiss
Everything is organized by
Italians*
– anonymous

PR: Creating synergy together to get from 'Good to Great'



For the first time at the LHE International Workshop, a session dedicated to Public Relations took place. International PR Manager Arjen

Meijer, who recently joined LHE, and Nadege Chiaradia explained in an interactive session the plans of the PR department for 2011.

During the PR session, two key questions were discussed: who is (y)our audience and how to give the schools a face. The participants were required to discuss in groups and do individual work.

The key message of the PR session was, that before thinking of PR activities, the

question of knowing the target audience is important. Furthermore, student and alumni interviews and testimonials will be created to give the schools a face.

The conclusion of the PR presentation was that only when the 'field' and the PR department work together hand-in-hand, results can be achieved, as a 'one-size-fits-all' approach will not be good enough to be great.