



EuroCHRIE University Challenge 2022 – Come Join Us!



RUSSELL
PARTNERSHIP
TECHNOLOGY



What is the EuroCHRIE University Challenge?

- Began in 2015
- Six-week on-line student competition
- Teams of four senior students and one instructor lead
- Simulation event
- Hospitality Business Acumen certificate

Why Participate?

- Real-world experience running a hotel
- Teamwork
- Interaction with other students in other countries
- Hospitality Business Acumen Certificate
- Prizes and Recognition
- It's free!

#1 Area of Learning from Past Participants

- Teamwork and communication
- Increased practical understanding of financial statements
- Learning from results and being able to look back at decisions critically
- The importance of competition
- Expenses vs. revenues – how to balance them
- Being more strategic
- The complexity of running a hotel

Weekly Commitment Required

Students:

- 3-4 hours per week (simulation decisions and learning module)
- Most is flex-time
- Mandatory one-hour web conference each Wednesday

Instructors:

- 2-3 hours per week (ensuring deadlines are met and providing support where needed)
- Attending weekly web conference

The Big Win

- Best Balanced Scorecard in the Simulation Competition
 - Market, Financial, Guest Satisfaction, Associate Engagement
- Certificate in Hospitality Business Acumen
- Cash Equivalent Prizes for Students
- Travel & Accommodation Expense Assistance for instructor to attend the EuroCHRIE Conference 2022 in Apeldoorn (The Netherlands)
- Award presentation during the EuroCHRIE conference
- Bragging rights! 😊



Past Winners



Award Presentations
at the EuroCHRIE Conference

How to Register

- Email me directly – heidi.anaya@russellpartnership.com
- Final confirmation and student names will be needed in January



ANY QUESTIONS?



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*The Hospitality &
Tourism Educators*
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