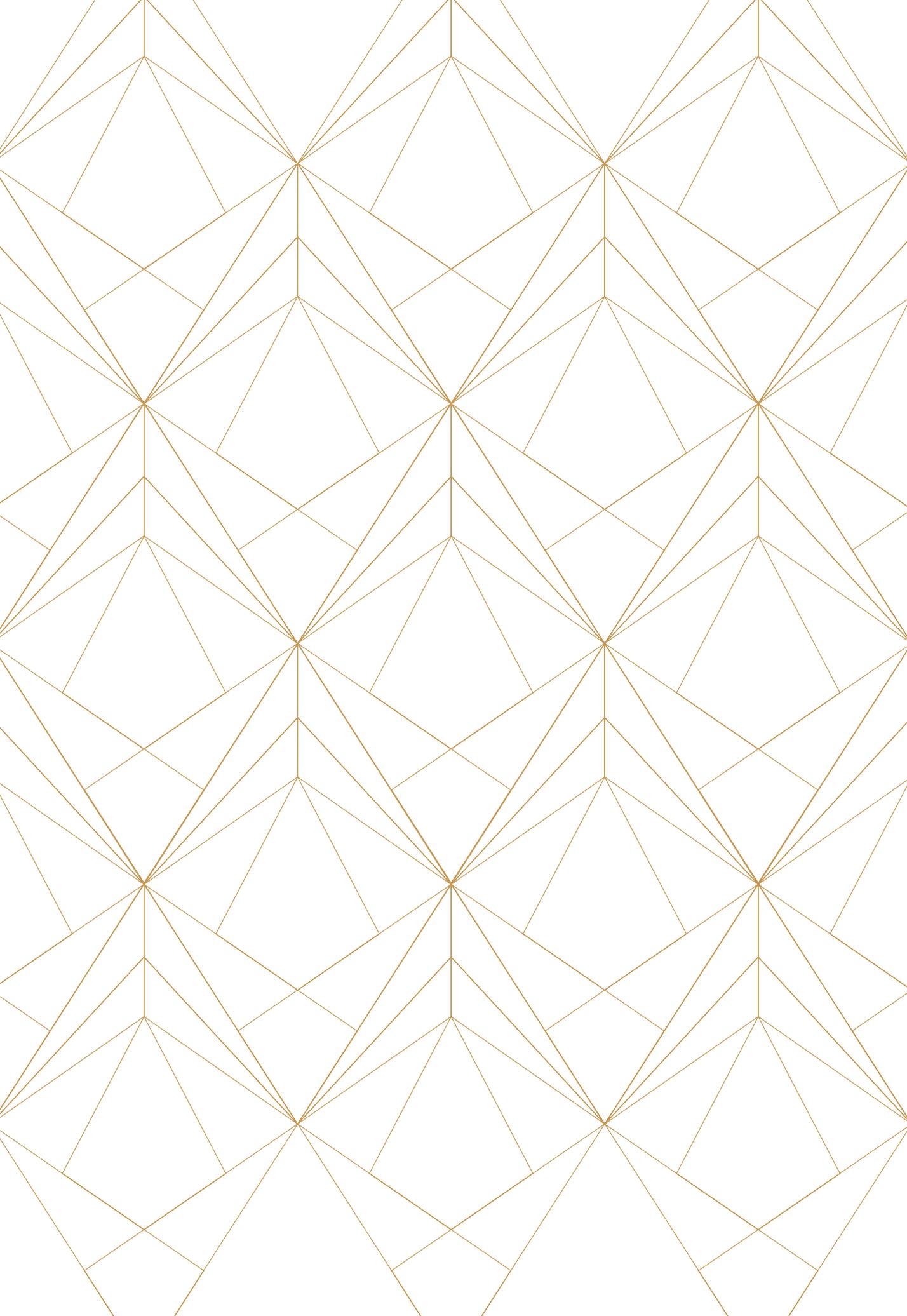


Top Trends in Education for 2020

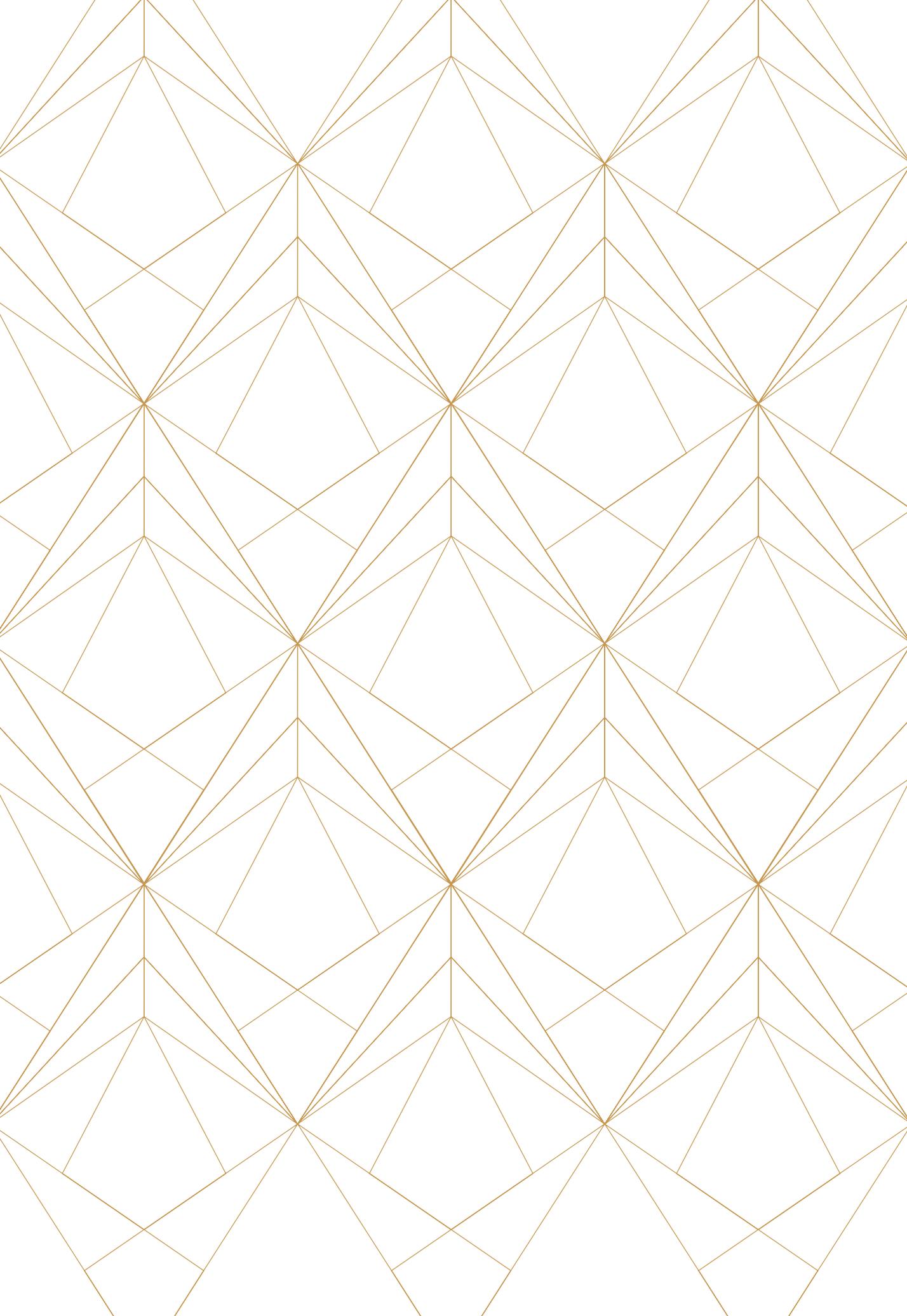


**SOMMET
EDUCATION**



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Benoît-Etienne Domenget, CEO of Sommet Education, highlights the key influences shaping education in 2020.

Globalization has brought new ways of working, living, and therefore also studying. In 2017, according to the data of UNESCO (2019), there were over 5.3 million international students studying around the world, up from 2 million in 2000. As higher education institutions, we adapt academic systems to address the talent needs from the industry as well as the needs from cohorts of more nomadic students.

Last year, under the vision of Eric Wyttyneck, our Chief Information, Innovation and Digital Officer, we launched an internal competition where all talents of our company contributed in gathering new perspectives and ideas to try to predict the student learning experience in 2050. The challenge, open to all faculty and staff members at Les Roches, Glion, and Sommet Education, highlighted 3 main trends which shape the Education of tomorrow: personalization, digitalization and lifelong learning.

PERSONALIZATION

Many industry sectors have been focusing on enhancing their client experience for the past ten years. This is the result of fast-paced, competitive and globalized market in which brand engagement and experience are key elements of differentiation. Our students are the children of a global society. The same way they have expectations from ordinary products and services, they have high expectations towards higher institutions who will provide them with key skills for to venture into professional life.

To answer to these new inquiries, many Higher Institutions are taking a student-centric approach shaping and enhancing student experience as brands would do for their customers by creating positions such as Director of student experiences.

Students expect a high level of service during all aspects of student life, from recruitment and admission through post-graduation engagement. Whether it is their educational or campus life experiences, students want the experiences to reflect in other aspects of their lives. Within this experiential approach, individualization and personalization are key needs and requests.

According to a study by Gartner (2019), more than 50% of higher education institutions will begin redesigning their student experience with the goal of making it more integrated and personalized by 2021.

In that respect, we have pioneered new ways of approaching student experiences long time ago. Students who enroll at our institutions have the possibility to create their own pathway. They have the possibility to design a journey through our 3 schools and 9 campuses in Switzerland, France, Spain, China or UK. Choosing various specialization from finance to luxury or resort management for example.

Technology is obviously playing a key role in helping us support the individualization of our student journey, from data, CRM to emerging technologies, to online chats with professors, or alumni community gathering.

TECHNOLOGY

Technology can support the development of a “reloaded” student experience through integrated, targeted and more personal student interactions with institutions leveraging on the use of data and technologies such as AI. From personalized learning to interactive education or the enhancement of educational systems, technology is integrated in the process.

One of the roles of technology is to facilitate the delivery of knowledge which can be discussed, reinforced and validated in an offline collaborative environment afterwards. Indeed, there is a time and a place where cultivating excellence can only be done through practical skills. Notably in the Culinary Arts, excellence only comes with the experience of a gesture, following the direct example of a teacher who is a master of his craft.

At Sommet Education, we trust learning from the best through a mentoring and networking approach is the pathway to success, but we strongly believe that there is no going back to the analogue-only past either. Our way to include technology in our tailor-made approach to student, by embracing the best of both, the ‘real’ and ‘virtual’ worlds.

LIFELONG LEARNING

To keep-up with the highly competitive and globalized talent market. Lifelong learning has become the way to stay “bankable”. With computerization reshaping a large number of jobs and more people switching their careers, it is crucial for them to continuously upgrade their skills or acquire new skills in order to remain attractive to employers.

Deloitte defines the talent economy, a relatively new term, as “a human movement, where people can connect, share information, and spread community. It is a collaborative, technology-driven, rapid-cycle way of doing business”.

In a research by PwC, 79% of CEOs worldwide are concerned that the talent gap might hinder the future growth of their organization. Indeed, there is strong global agreement from the sample surveyed by ICEF (2019) regarding the upcoming need for continual upskilling as people get older. Based on their study, the majority of participants stated they will do it via short training programs or other courses from professional associations.

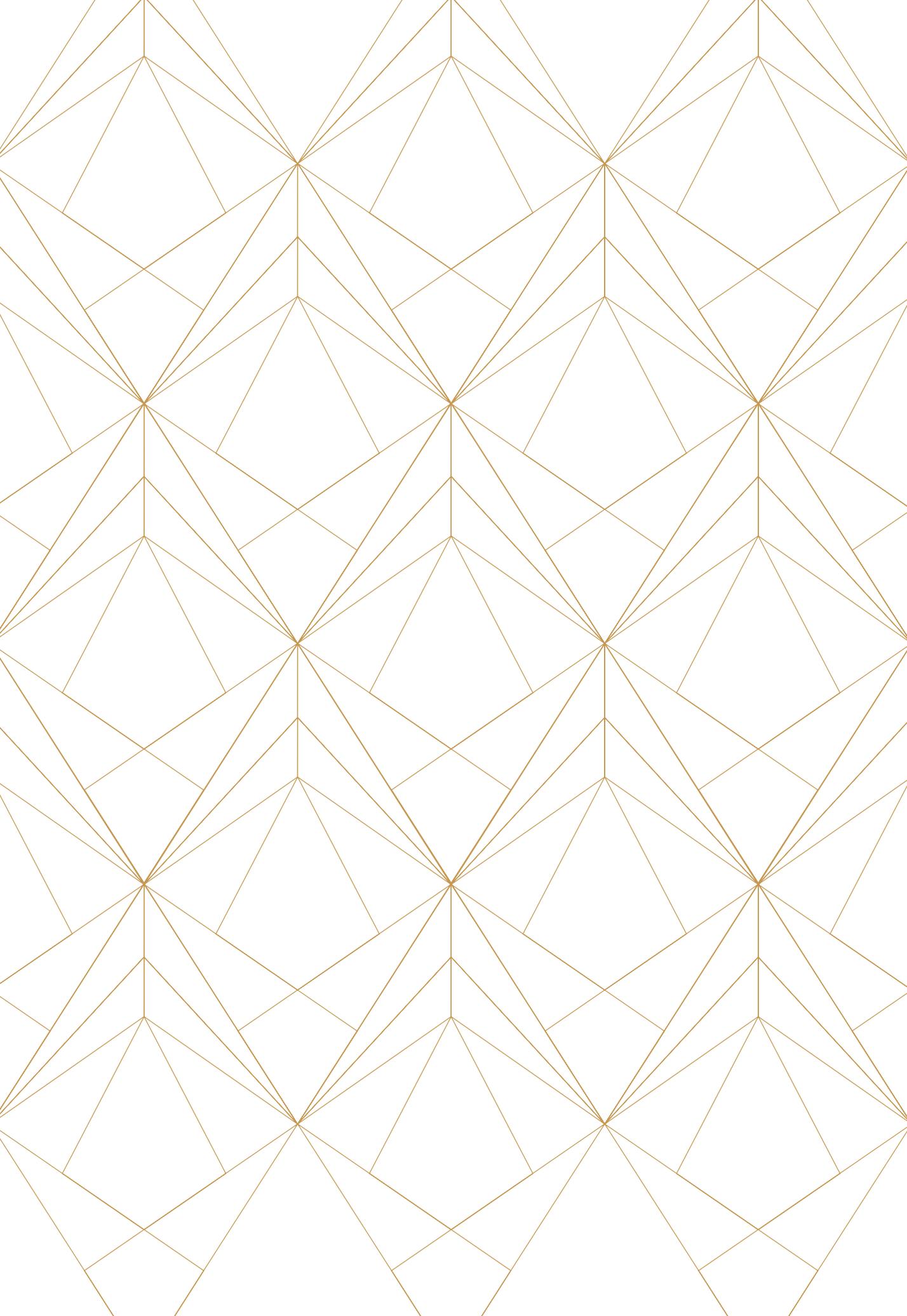
At Sommet Education, we provide a wide portfolio of programs through our 3 brands to meet the needs of all kind of learners such as initial students, career switchers, or career growers. We cover all types of studies from the vocational and practical studies to managerial approaches in the hospitality industry. With the transformation happening in the education industry, we believe Higher Education institutions should be agile and collaborate with the various stakeholders in the industry to embrace the pace of change and co-create the future of education.

Lifelong learning is necessary for individuals to remain employable and self-sustainable. Personalization of student learning, pioneering new learning methods and providing keys to constant knowledge improvement has been in the DNA of our schools from the beginning, and will be our priorities for the time ahead of us.

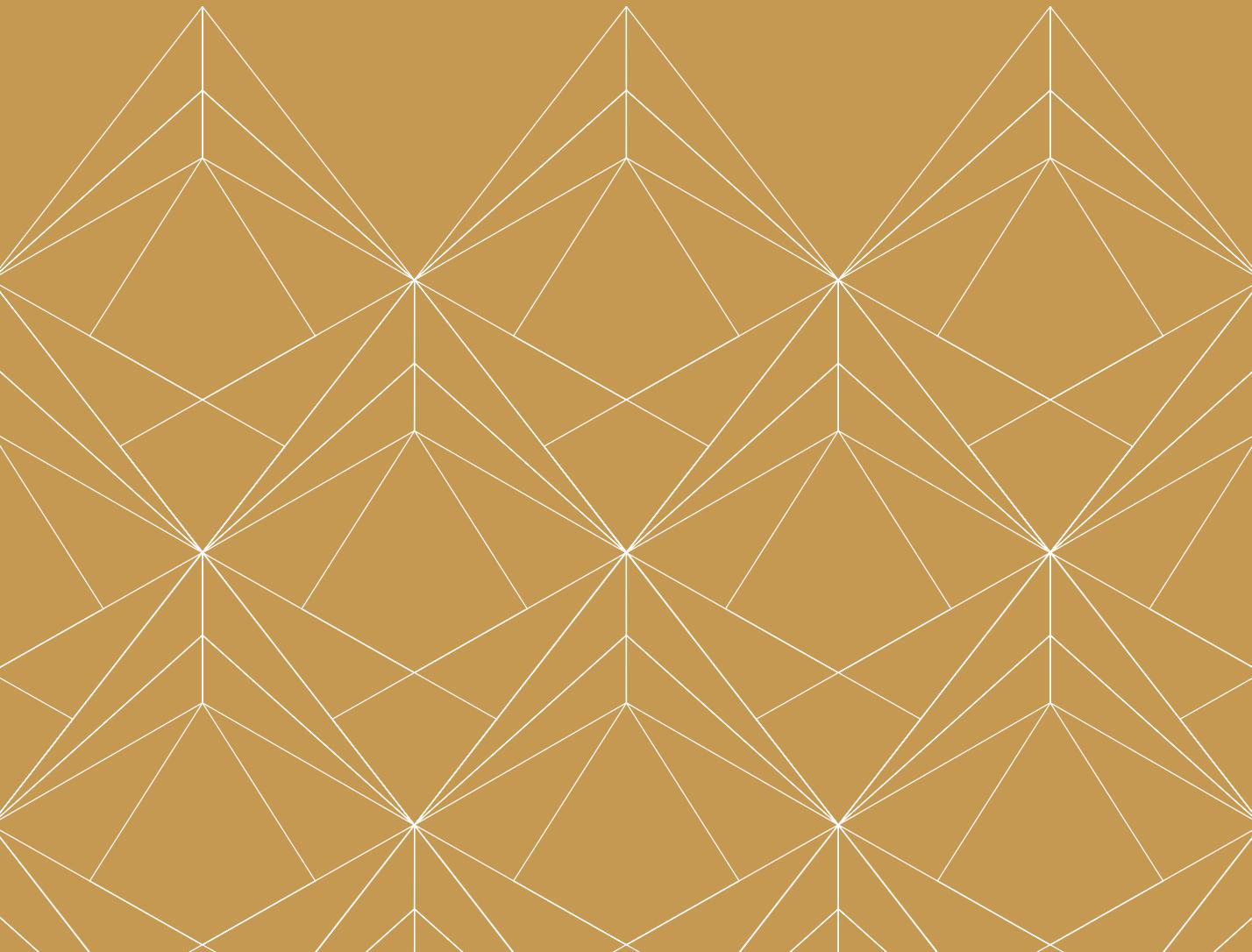


**BENOÎT-ETIENNE
DOMENGET**

Benoît-Etienne Domenget serves as CEO of Sommet Education, a group encompassing the prestigious Swiss hospitality management schools Glion Institute of Higher Education and Les Roches, and École Ducasse. A graduate of HEC Paris, Mr Domenget is a seasoned hospitality professional and has held positions as Senior Vice-President Development EMEA and Managing Director Switzerland with AccorHotels.



Personalization



Personalized learning is the best way for educational institutions to respond to the rising interest in enhancing student experience.

International student mobility is one of the outcomes of globalization. According to the edition of Education at a Glance by OECD (2016), more than four million students were enrolled in higher education outside their home countries in 2015 and the number of international students has been steadily growing since 1975.

By removing borders and limits between countries, globalization creates a population of global nomads, mobile workers moving around urban and inter-urban environments. This international mobility also affects the student body.

With its exceptional living standards, Switzerland is among the best place to study. According to the World Economic Forum's Global Competitiveness Index (2019), Switzerland ranks first on education. The country has the capability to attract talents from abroad mainly due to its high regard for dual vocational and educational training system. At Glion Institute of Higher Education, internationalization is part of our DNA. with 100 nationalities among our student body.

Students are interested in studying abroad mainly because it provides them with better employment prospects but also connections worldwide, student experiences and endless learning alternatives. From London to Shanghai, they can craft their own path.

PERSONALIZATION IS A TEACHING AND LEARNING PROCESS

Personalization is about addressing the strengths and needs of individual learners. It is about student-centricity. With technological advancement, it becomes easier to monitor student progress by ensuring that each of their academic, emotional, and physical needs and potential are understood and fulfilled. As the time spent online has doubled since 2006 but level of unhappiness has also increased due to the lack of offline interactions, it is critical for institutions to grasp this growing pattern and use technology as a mean to complete offline learning methods without replacing them.

Based on a study by the journal of Social Psychology for Education (2016), "self-determination theory suggests that students are more intrinsically motivated when

teachers support their basic psychological needs for autonomy, competence, and relatedness” and teachers who have a certain level of autonomy at work are more likely to support the students’ needs for autonomy.

At Glion Institute of Higher Education, we ensure that each student gets a tailored education through a ratio of 1 teacher for 15 students in a practical environment in which they focus on techniques, gestures and 20 in Academic environment. Teachers receive a curriculum to follow but they are flexible in the way they communicate information with students. The goal is to teach in a mentoring way, learning from the best specialists and experts in the world in their field. This transmission of knowledge approach improves the motivation and performance of both teachers and students.

Compared to previous decades, the one-size-fits-all model is not perceived as the best way to learn anymore.

With an increase in opportunities, the new generation also exhibits more and more expectations. Not only do they want more autonomy in the educational system, but also in the workplace. According to a report by LinkedIn on the jobs of tomorrow (2019), 40% of millennials say flexibility to work from anywhere is a priority when evaluating job opportunities.

A GENERATION OF CONTEMPORARY NOMADS

Due to globalization and the transient geographical nature of most millennials’ careers, the Third Culture Kids, also known as Global Citizens, are a growing social phenomenon.

The term Third Culture Kids (TCK), coined by the American sociologist Ruth Hill Useem in the 1950s, refers to a child who has spent a significant part of their formative years outside his or her parents’ culture. People who fit that bill tend to mix and merge their birth culture with their adopted culture, creating one of their own: a third culture.

Third Culture Kids are citizens of the world. Indeed, the notion of a home is attached to an emotional place and a wider sense of belonging. This unique lifestyle grows them into Adult Third Culture Kids (ATCK) who are great cross-cultural communicators, highly educated, flexible with unusual or new situations, and good at languages.

According to a number of studies, the skills and abilities of Adult Third Culture Kids make them very attractive to employers. In the hospitality industry, being comfortable with

cultural diversity and capable of easily adapting and relating to a range of different people are essential as employees in this industry are required to anticipate and adapt to all customer cultures and needs with an open-mind and non-judgmental approach.

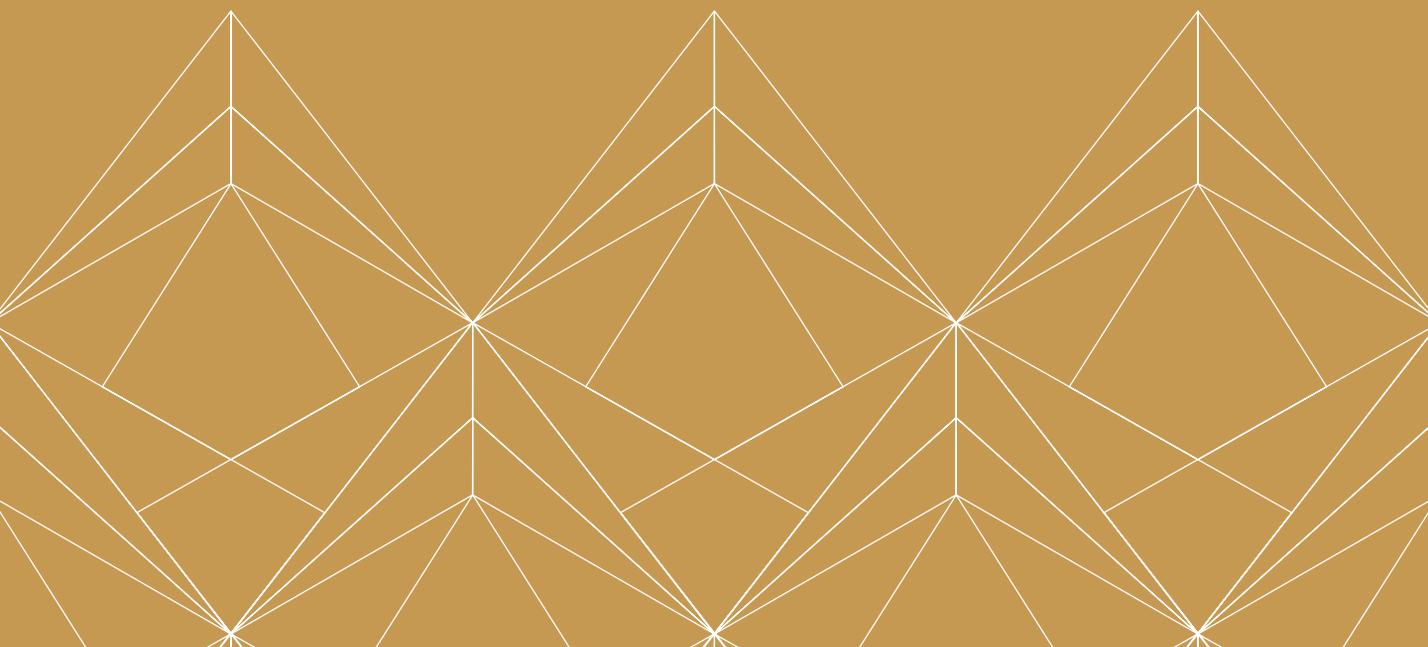
At Glion, we have an international community able to attract and understand this generation while also giving those who want to expand their horizon access to the world. A community of students and Alumni can be found across a large range of sectors around the world to provide a forum to form new friendships and business relationships with people of similar background.



GEORGETTE DAVEY

Georgette Davey is Managing Direct at Glion Institute of Higher Education. With over 25 years of experience in academic leadership and hospitality management, she worked as a consultant to develop accredited hospitality management schools around the globe, including in Brazil, Kazakhstan, Lebanon and Mexico.

Technology



The rise in technology will enable higher education institutions to optimize learning methods and educational systems.

Digitalization is connecting people, cities, countries and fields of knowledge in new ways — transforming the educational system, among everything else. Our world is becoming a place where we can rapidly learn anything and schools must evolve to embrace new learning styles and technologies that can captivate students. That should really be at the core of our change and digital transformation efforts in education.

ARTIFICIAL INTELLIGENCE WILL CHANGE THE FUTURE

Artificial Intelligence is the biggest transformer in education. According to Statista (2020), AI will undergo a massive growth in market value, going from 22.59 billion USD this year to 118.6 billion in 2025. This technology will not only make learning effective for students but help teachers perform their duties efficiently. Artificial intelligence such as Professor Einstein, the first consumer robot by Hanson Robotics, an AI and robotics company dedicated to creating socially intelligent machines that look and act genuinely alive, is already making waves in the educational sector. The robot was designed to inspire imagination, be a great conversationalist, and to bring Einstein's sense of humor and vast knowledge base back to life, and share it with a new generation. The robot helps science students by lecturing and helping them to understand science subjects in a more interactive way than mobile app. Indeed, the robot has the capacity to make learning fun and engaging. It does not only provide answers to questions but uses a funny facial expression that makes learning less of a chore for students. With the potential of AI, such initiatives will be more common in the next decade.

Quite often, individuals use the terms "Artificial Intelligence" and "Machine Learning" interchangeably not knowing the differences between the two. Artificial Intelligence (AI) is defined as the broader concept of machines being able to carry out tasks in a way that we would consider "smart" whereas Machine Learning (ML) is a subset of AI based around the idea that machines have the ability to learn on their own without being explicitly programmed.

An example of AI application would be Amazon's transactional application. Through the constant improvement of its algorithms, the company can predict consumers' potential products of interests simply based on online behavior. In education, the use of AI provides teachers with the ability to analyze the performance of students in order to

provide them with a tailored academic program in terms of content, pace and level of mastery.

At the moment, the education industry is adopting AI through AI conversational interfaces such as chatbots, messaging platforms, and virtual assistants. Conversational User Interfaces (CUIs) have been growing in the past two years with consumer products such as Amazon Echo and Google Home. The use of AI CIs will save time for administrators and educators in addition to increasing student satisfaction as those interfaces are available 24/7.

EMOTION AI IS A RISING TECHNOLOGY

Emotion artificial intelligence (AI) is an emerging technology which uses AI to analyze the emotional state of a user. Although AI can be found in some emotion AI solutions, it is not always the case. This technology is able to detect human emotions through different ways such as sensors, audio/voice inputs, or facial recognition through computer vision (CV). CV uses a collection of imaging/video data which is prepared and delivered into an artificial neural network (ANN), a deep-learning technique. In practical terms, a deep learning model is designed to continually analyze data with a logic structure the same way a human would draw conclusions. To achieve this, deep learning applications use a layered structure of algorithms called an artificial neural network (ANN). The design of an artificial neural network is inspired by the biological neural network of the human brain, leading to a process of learning that is far more capable than that of standard machine learning models.

One of the advantages of detecting emotions/states is that it gives human features to personal assistant robots (PARs), making them act more “human.” This “emotional capability” is fundamental to improve the communication and interaction between users and PARs. As the emotional element is the foundation of people’s decision and communication, it must be considered when creating a human-machine interface concept.

In 2019, a pilot project was launched at a Chinese university to test the effectiveness of a facial recognition software in monitoring student’s attendance and behavior. According to Xu Jianzhen, the director of the university’s library and information center, the software can recognize when students listen to lectures, raise their heads and when they are on their phones or falling asleep in addition to monitoring attendances.

Based on a study by Gartner (2019), emotion AI is expected to transform the education industry within the next five to ten years.

OTHER IMPACTFUL TECHNOLOGIES SUCH AS VIRTUAL REALITY

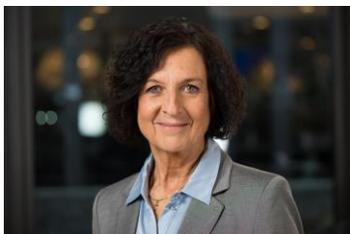
Among others, Virtual Reality (VR) is a technology that has the potential to transform education massively in the future. Many tech-savvy companies such as Samsung and Google have already started investing massively in VR projects.

Virtual reality has proven itself as an impressive learning tool that can make teaching fun and engaging. Instead of teaching students the history of ancient Rome from a textbook, they can just put on the VR headset and experience Rome for themselves.

At the brain and behavior laboratory of the University of Geneva, researchers have the possibility to use an immersive virtual reality system to investigate complex behaviors in realistic scenes. The system is able to manipulate visual, auditory, and olfactory sensations while tracking the eyes, head, and body movements of the participant. Controlled by researchers, this tool can give a user a full immersion to a virtual world.

Going further in the virtual world, Wixar, a brand under the French company WideWebVR, creates 360° virtual reality software with high interaction, allowing consumers to be autonomous in experiencing various universe. By mixing emotions with cognition through interactions, the company managed to highly increase the memory capacity of consumers compared to other learning solutions such as digital learning.

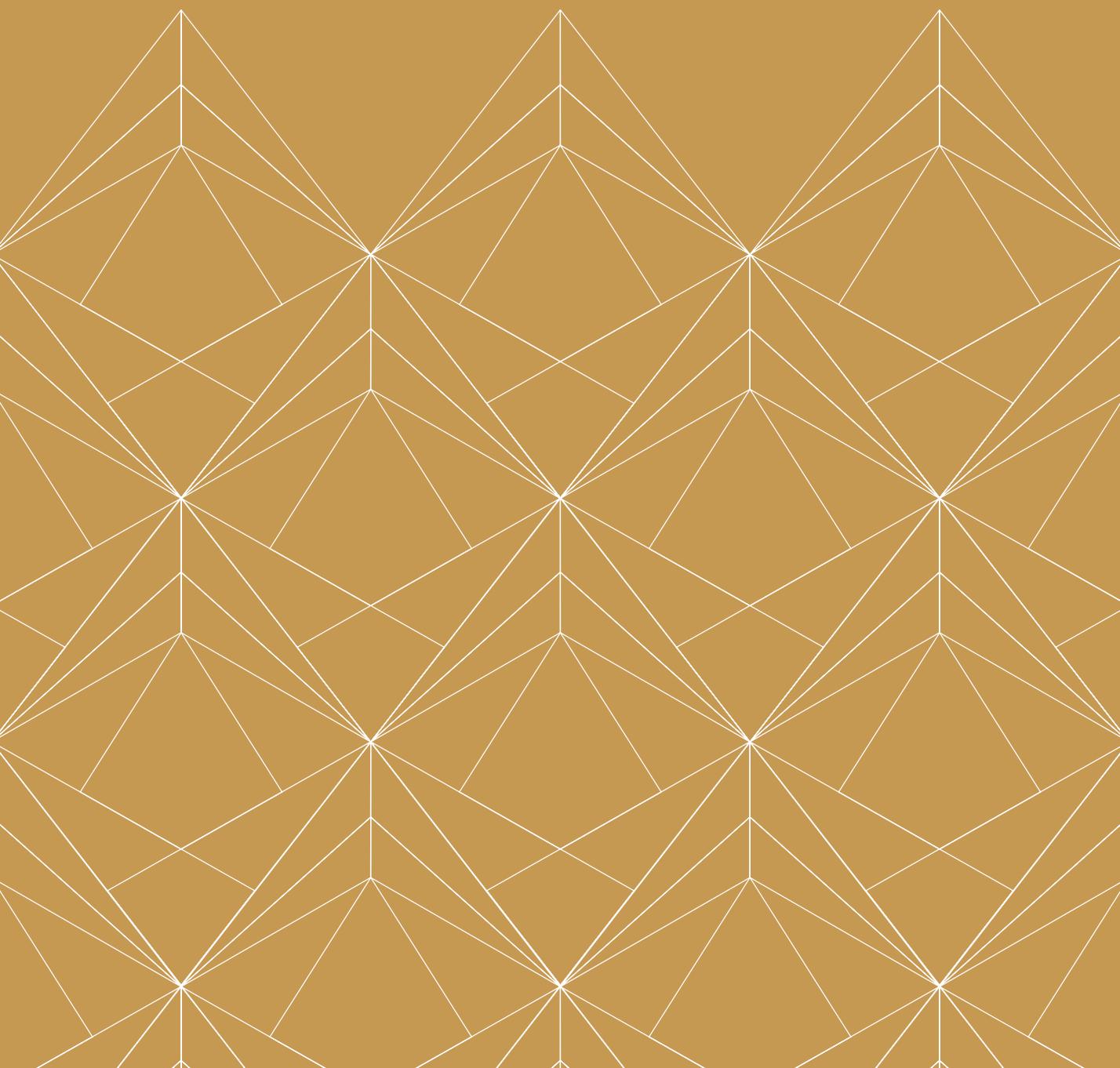
Les Roches is continuously implementing new technology in its educational system: an augmented Reality wall is on campus, 3D printers available for students among other equipment. This year, the institution is also building an innovation Hub, a unique space dedicated to innovation.



CHRISTINE DEMEN MEIER

Dr Christine Demen Meier is Managing Director at Les Roches. She holds a PhD in Management Sciences from the University of Caen. With more than 20 years of experience in the hospitality industry, she has served as a consultant for various companies in Switzerland, Côte d'Ivoire, Turkey and Ukraine. She is an appointed member of the Innovation Council of InnoSuisse.

Lifelong Learning



Lifelong Learning is essential in a world where employments are continually evolving.

In a fast-changing world where technology and knowledge advancements continuously reshape the workplace, it is essential for individuals to practice lifelong learning: a form of self-initiated education focused on personal and professional development over a lifespan. According to a survey from The Oxford University, around 47 percent of total US employment will be computerized over the next decade or two, requiring many individuals to acquire new skills to remain employable. In fact, according to LinkedIn's 2020 Emerging Jobs Report, almost all the upcoming jobs except one requires a four-year degree and most of them are high-tech roles related to AI or data science.

With many formal and informal ways to learn, it is possible for everyone to find the perfect method that fits one's aptitudes and learning styles. Whether it is YouTube, podcasts, on-the-job training, or continuous education, the options are limitless to improve oneself, grow in capability and ability to think outside the box.

Formal learning consists of learning that occurs within an organized and structured context. Indeed, individuals who want to gain a deeper and broader knowledge in a specific area continue to seek formal education at institutions of higher learning.

What is valid for academic learning is also valid for vocational studies. Practical and Culinary arts are far away from being exempted of technology impact. Indeed, 3D printing for pastry arts is a big trend right now. Moreover, Luc Debove, our Executive Pastry chef at École Nationale Supérieure de Pâtisserie, relies also on technology to find the perfect heat and timing which has a direct impact on the excellence of his textures and tastes. Technology is a way to innovate.

At École Ducasse we have been a pioneer in lifelong learning for the past 20 years through our two campuses in France. The Centre de Formation Alain Ducasse and École Nationale Supérieure de Pâtisserie provide worldwide experts in culinary and pastry Arts with the latest techniques and trends through a portfolio of more than 100 subjects of trainings. Each year, there are over 1,400 professionals on continuing professional development courses.

We have developed an offer at École Ducasse which includes short programs for experts or food enthusiasts, intensive monthly programs, and three-year undergraduate programs leading to a Bachelor's degree either in culinary or French pastry arts. With the increase in career switches in the past decade from both millennials and midlife professionals, the career of the future looks more like a portfolio than a path.

NON-FORMAL LEARNING METHODS ARE THE NEW TREND

Informal learning can come from many activities such as scrolling through social media. According to a study by Our World in Data (2018), people age 18 and above in the United States spend on average 6 hours per day on digital media in 2018 compared to an average of 2.5 hours daily in 2008. This trend makes the digital world an extremely important area of informal learning.

In terms of non-formal learning, contest, networking events, meeting with individuals from the industry, and the study of real case study are also becoming a crucial way of learning. Jolt, an online educational institute founded in 2015, provides students with the opportunity to learn from World-class expert, network and build practical skills. Differently, a yearly initiative called “CEO for One Month” organized by Adecco Group offers young people the possibility to develop and showcase their leadership potential, to learn what it takes to succeed as a business leader and to acquire the skills and the experience needed to get a foot on the career ladder. This type of experience helps youth build confidence in themselves and their abilities but it also helps them develop personal relationships and interpersonal skills.

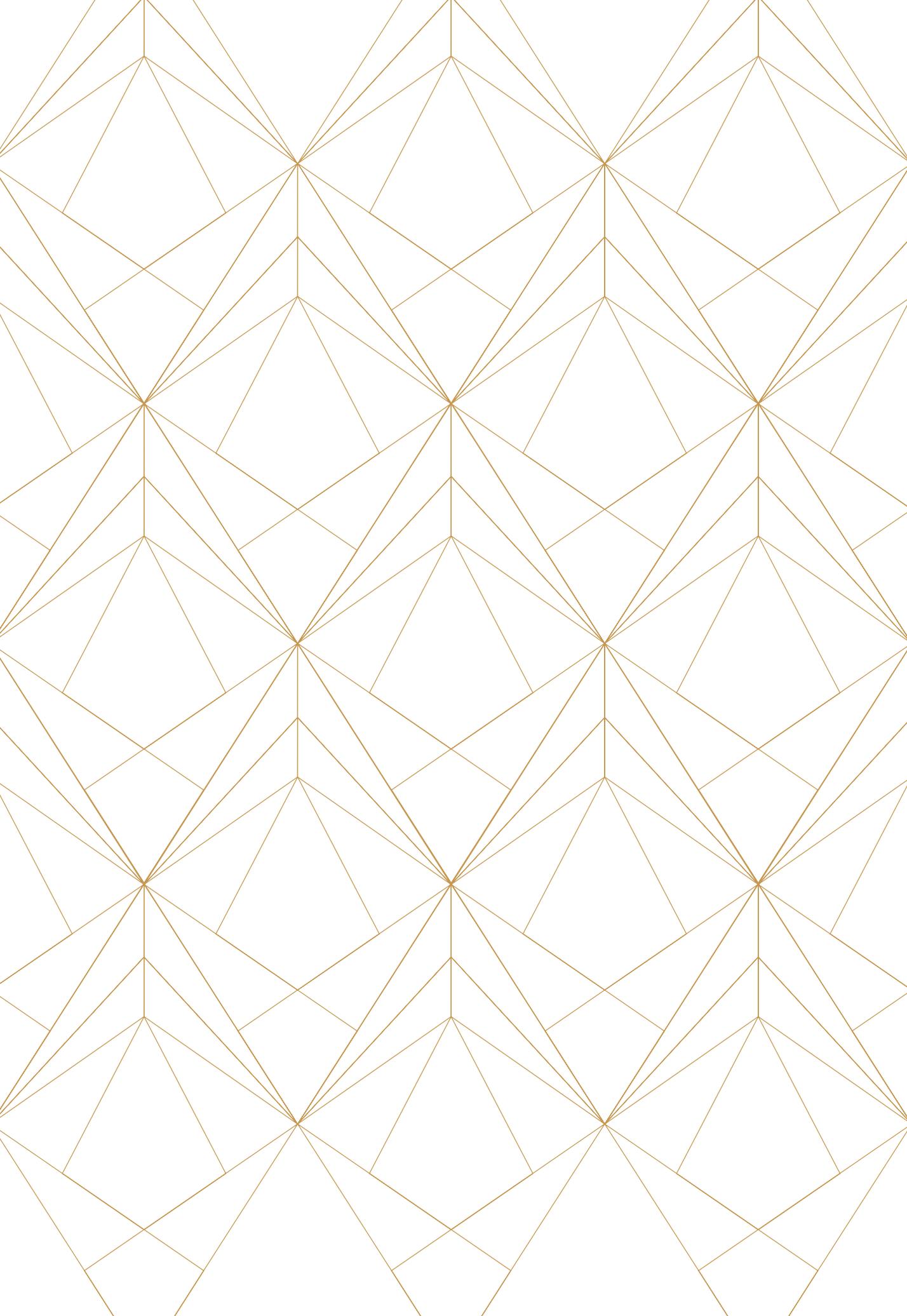
With the decrease in workers loyalty to individual companies and more employees going through midlife professional transitions, the popularity of these methods is rising. Jay Liddell, the co-founder of Bleeker, which provides career guidance to high-performing professionals, says that, in the future, the most successful employees will move in and out of roles and industries throughout their working lives.

Lifelong learning is about incorporating continuous learning as part of one’s lifestyle and it is key to achieve personal fulfillment and satisfaction, and it also enhances self-sustainability and employability. École Ducasse offers a variety of programs open to businesses as well as all food enthusiasts. These programs are designed to deliver different level of skills in culinary and pastry to the insights behind the development of a F&B concept.



ELISE MASUREL

Elise Masurel is Managing Director at École Ducasse. With more than 15 years of experience in some of the world’s biggest brands, she has served as Marketing and Development Director for various companies in France.



About Sommet Education

Sommet Education is a unique education group specialised in hospitality management and the culinary arts, committed to delivering an exceptional student experience and developing future talent for the experience industry.

Its hospitality management institutions Glion and Les Roches, with campuses in Switzerland, Spain, China and the UK, provide undergraduate and graduate students from more than 100 countries with an education built on the Swiss model of academic rigour, skills-based learning and dynamic multicultural exposure. The culinary and pastry schools of Ducasse Education offer bachelor's degrees, courses for career changers and continuous professional training, as well as private courses for food enthusiasts, across three campuses in France and through partnerships with overseas universities.

Sommet Education is the only education network with two hospitality institutions ranked among the world's top four for hospitality and leisure management and among the world's top three for employer reputation (QS World University Rankings by Subject 2019).

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Les Roches

