



THE ACADEMY

YACHTING • HOSPITALITY • TALENT

PRESS KIT

SUMMARY

|

THE ACADEMY

3

ABOUT

4

TEAM

5

A PRESTIGIOUS AMBASSADOR

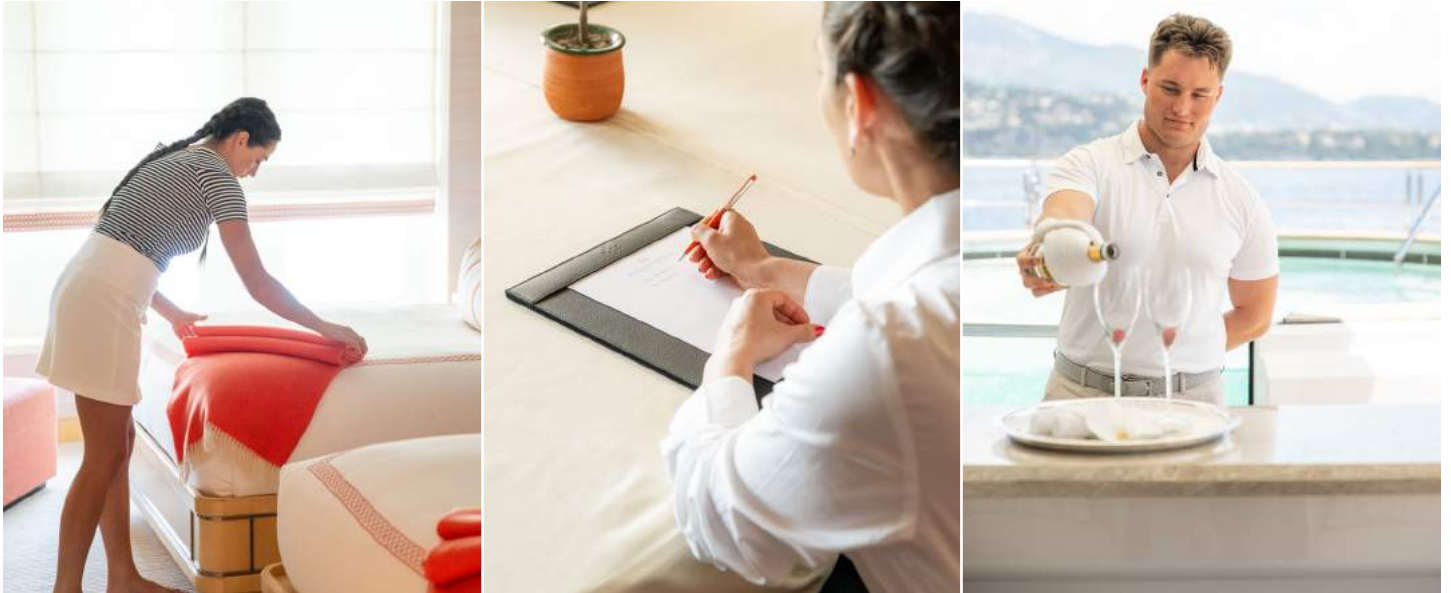
6

TRAINING MODULES

9

CONTACTS

THE ACADEMY



Transmitting the know-how and the requirements of palaces to the yacht crews is the ambition of “The Academy”. This advanced training institution, founded in 2023 in Monaco by Laurence Thary, is totally unique, and benefits from the exceptional sponsorship of Jonathan Beckett, CEO of Burgess Yacht.

“It was alongside Jonathan Beckett, CEO of Burgess Yacht and ambassador of The Academy, that we developed this project. Many yacht owners, regardless of size, often feel a profound lack of know-how among the interior crew. The yacht represents the ultimate symbol of luxury, so it is unthinkable that the service offered on board is not impeccable, and ‘First Class’. The expectation must be at its highest level, and the logistics like a Swiss watch, that is to say: perfect”, says Laurence Thary, CEO of Logic Yachting Solutions & founder of The Academy.

The Academy trains or refreshes the essential foundations for yacht and mega-yacht interior crew members. Combining academic and operational experience, this training, carried out in total immersion within a palace, makes it possible to transmit the know-how and skills essential to ensure its success in the yachting industry.

“The goal is to merge the discipline and best practices of luxury hospitality with the expectations of yachting”, notes Christopher Lavaud, Hospitality Consultant for The Academy.

The school provides a unique and original training course. It is the only structure in the world to offer total immersion within a palace, as well as operational and academic courses conducted by MOF (Meilleurs Ouvriers de France) and hotel professionals.



THE ACADEMY

A TEAM OF DEMANDING & PASSIONATE PROFESSIONALS



LAURENCE THARY
CEO, The Academy Monaco

Yacht agent in Monaco since 2007, Laurence has started a career in hospitality (Carl Gustaf Saint Bart, Park Hyatt Paris and Méri dien Montparnasse).

« *Elegance, tenacity and education are essential values we must not loose* »



CHRISTOPHER LAVAUD
Hospitality Consultant

More than 15 years of experience in the Luxury Hospitality industry. Career progression from Restaurant Manager to General Manager of a 5-star hotel. Worked in Luxury Hospitality at: Hôtel du Cap Eden Roc, Jumby Bay Antigua, Joël Robuchon Monte Carlo, Park Hyatt Vendôme, Lou Pinet St Tropez & Le Coucou Méribel.



SARAH DALE,
Yachting interior Consultante

Sarah was born in England; she achieved her degree in Sports therapy and after working with a premiership football team, transferred over to the yachting sector. Sarah then worked many roles within the interior of the superyachts, including housekeeping and service. whilst doing so she continued offering a variety of guests, including Olympic medalists the therapeutics they required.

THE ACADEMY

A PRESTIGIOUS AMBASSADOR



Laurence Thary, Jonathan Beckett, Christopher Lavaud

JONATHAN BECKETT

CEO of Burgess Yacht & Ambassador of The Academy

Chief Executive of Burgess , one of the most successful, experienced and popular yacht brokers in the industry, truly believes the industry needs to raise his standard in order to be at the level of the amazing development of yachts. It is with a big honor and privilege Jonathan has given us his blessing and will be the ambassador of our prestigious Academy.

« I have been asked to consult on the new «Academy» which has been set up for specialist yacht crew training. I am delighted to do this. The industry has grown enormously over the past twenty years with more and more Superyachts afloat and soon to be delivered - all needing first class crew. The industry needs to constantly raise standards - and the ethos and intent of The Academy is to be a school of excellence. And nothing less than excellent will do! Everything has to be First Class. Anything less that First Class is not acceptable. »

THE ACADEMY

IMMERSION WITHIN A PALACE

In order to accurately understand the needs of the crews, the first step of the training is an “ex gratia” audit offered on board. The entire Academy team comes on board for a day to support each department head, and subsequently provide the captain or manager with a detailed report on areas for improvement. Elements relating to the know-how of the teams, interior fittings or any other tool that may be missing from the boat, so that it is more productive. This inventory will make it possible to establish the areas on which the teams will subsequently have to work during their training sessions.

The training sessions can last from 7 to 14 days, depending on the modules identified during the on-board upstream audit. Students will be completely autonomous during this period, and as such they will be responsible for ensuring the cleaning of their own accommodation and common areas, as well as the catering service. And in parallel, they will also experience the service of a palace, which will allow them to identify the goals to be achieved.

In complete flexibility, two options are possible: training can take place throughout the year on board a yacht, or within a palace, during the winter period, from November to April.

The palace provides participants with all the necessary infrastructure: suites of 30 to 50 m², restaurant room and kitchen recognised with the “Michelin star” distinction, professional bar, state-of-the-art fitness room and conference rooms to ensure the best academic teaching possible. This unique setting will allow students to live a 5-star experience, and to be able to present themselves in the best possible way in their future work environment.

Multicultural, the courses will be held exclusively in English by a French teaching crew, reflecting French interpersonal skills and know-how. Throughout this immersion cycle, The Academy practises active and dynamic teaching: group work sessions, supervised by hotel professionals, in the form of workshops and role plays. To graduate and be sure to add value to their training, students will be required to complete both the continuous assessment and the final exam.



THE ACADEMY

TRAINING PROGRAMME



CHÂTEAU SAINT-MARTIN & SPA***** *Flagship of the Côte d'Azur hotel industry*
The students of The Academy will have the chance to follow their lessons at the heart of a preserved paradise. A jewel nestled in the heights of Vence, Château Saint-Martin & Spa captures the essence of the Provençal hinterland. This internationally recognised palace allows its guests to taste Provençal culinary pleasures reinvented by its chefs, and to live the unique experience of a legendary 5-star hotel. Once through the doors, participants will have the pleasure of enjoying a timeless experience, where the art of living mixes with the wonders of the region.

Made up of operational and academic modules, the training sessions cover a broad spectrum, and allow yacht and megayacht crews to be trained or refreshed with precision.

Luxury Attitude | Half-day

Cultivate a «palace attitude» in luxury hotels and four or five-star establishments. Adopt service postures suitable for high-end or luxury venues. Set the standard for luxury and quality service.

Develop empathy, promote smiles, and practice tact and grace. Handle difficult situations with demanding clients.

Grooming Standards | 1/2 day

The art of luxury through appearance and hygiene: personal care, hairstyling, makeup, nail care, clean shaving or beard grooming, overall hygiene, perfume application, tattoo coverage, uniform cleanliness.

Art of Silver Service | 3 days

Become a knowledgeable expert in table service by refining the standards worthy of a Palace maître d'hôtel. The MOF (Meilleur Ouvrier de France) will teach you how to segment the customer journey in order to master the art of table setting, etiquette, intercultural norms, as well as various techniques of English-style table service with guéridon carving (fish, poultry, meat, etc.).

Palace Housekeeping - Best practices | 2 days

This training will enable you to expand your skills as a housekeeper and adapt them to the expectations of demanding clientele. Topics covered include cleaning various spaces and surfaces, ironing, sewing, linen management, creating VIP setups, mastering the art of floral arrangements, and implementing checklist controls.

Basics of Mixology, Barista, cigars pairing | 1/2 day to 2 days

Depending on the level of client expectations, this training, ranging from half a day to two full days, will cover the key aspects of the bar industry. It includes mastering bar equipment, classic and non-alcoholic cocktails, as well as the art of lighting a cigar.

Introduction to Sommellerie | 1/2 day to 2 days

This training will provide the technical skills and tools necessary to fulfill the role of a sommelier. It covers general oenology knowledge, wine bottle opening techniques such as decanting or sabrage, recommendations for food and wine pairing, and cellar management.

Managerial Attitude | 1 to 4 days

Through various role-playing exercises, students with managerial aspirations will learn a range of tools to act as a «modern» manager while motivating, supervising, and providing guidance to their teams. This module also improve communication skills, team-building and how to manage stress.

THE ACADEMY

TRAINING PROGRAMME



Culinary specialties: Vegan, Japanese cuisine, Light Pastry | 1 to 6 days

This module allows chefs to develop their specific skills, including modules such as Japanese cuisine (sushi, nigiri, rolls...), molecular cuisine, gastronomy, vegan cuisine, and pastry.

Therapeutic Massages | 1 to 4 days

If you wish to enhance your skills in massage techniques, this module allows you to acquire specific techniques such as Ayurvedic massage, Californian massage, Balinese massage, Swedish massage, and reflexology.

Barista & Latte Arte | 1 day

This module allows crew to learn the luxury barista best-practice. Coffee making & latte art, service & tea protocole, equipment management.

Interior Manager Training | 1 to 3 days

This course is a stepping stone for interior manager willing to develop their management skills so that they can operate effectively on their day-to-day duties.

Fitness & Yoga | 1 to 4 days

Add another level of skills to you with Fitness and Yoga courses which will keep our guests to keep in good shape onboard.

Kids Club training | 1 to 3 days

Become an expert managing young ages while offering a large range of entertaining and creative activities adapted to the parents expectations.

Team Building workshop, Outdoor activities | 1 day

To strengthen team spirit, participating teams will have the opportunity to engage in a full-day outdoor excursion as part of the «Team Building» workshop. In order to complete the training, students will need to pass continuous assessment as well as the final examination at the end of the program.

CONTACT

|

THE ACADEMY

CONTACTS & PRACTICAL INFORMATION



The training sessions will be offered from November to the April 2023.
The training will be provided in small groups, on board or within a prestigious palace: Château Saint-Martin & Spa.

The Academy

Palais de La Scala

1 Av. Henry Dunant, Monaco

@theacademymc

in f @

Château Saint-Martin & Spa

2490 avenue des Templiers

06140 Vence, France

Press Contact :

Caroline Stefani

Agence Paradox Media

T. +33 (0)6 60 11 16 37

caroline@paradox-media.fr