



## The Master Innholders

# *An overview*





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**The Master Innholders is a leading force within the hotel industry** – an industry body that is publicly recognised as the standards bearer for the industry. We offer career-changing training and support through our educational programmes, as well as inspiring, developing, engaging and retaining hotel professionals across the industry.

We achieve this through our four key pillars:

1 Provide educational and professional development opportunities through our award-winning programmes

2 Facilitate discussion and best practice through annual Master Innholder events:  
The Hotel Leadership Conference and Spring & Autumn meetings

3 Undertake fundraising activities such as Walk for Wellbeing, Back To The Floor and cycle rides for our industry charity partners

4 Work with hoteliers across the UK to help position the Master Innholders as the UK's leading hotel industry association

Comprising over 160 Master Innholders, as well as over 400 Innholder Scholars and Innholder Graduates.

# Master Innholders

The Worshipful Company of Innholders makes the prestigious award of **Master Innholder**, which is open to practicing hoteliers from both the independent and group sectors by application each year.

- Applications are sought from recognised leaders in hotel management, whether as a successful General Manager, Managing Director, Chief Executive, owner or similar roles for a minimum of 5 years
- Applicants must demonstrate extensive skill in both leadership and management within the hotel industry, as well as showcase examples of innovation and change
- All Master Innholders are committed to supporting industry charities
- They must also show dedication to the consideration, study and research into best practice within the hotel industry
- Those awarded Master Innholder status will join a community of over 160 hoteliers, as well as hundreds of Innholder Scholars and Innholder Graduates, engaging in study, discussion and research in the areas affecting hotel management
- Applications generally open in January and close in March





**The Master Innholders Aspiring Leaders Diploma** is a 12-month development programme comprising 8 different modules – aimed at junior level supervisors and managers.

- Funding is provided by The Master Innholders Charitable Trust, supported by contributions from the employers of each successful applicant and further subsidised by the generosity of the host hotels
- Each module is held at a leading UK hotel, giving students first hand experience and knowledge of how hotels are run, with the opportunity to meet senior hoteliers in the industry
- Students are awarded the Institute of Leadership & Management Level 5 Award upon successful completion of the programme
- The programme is endorsed by the Institute of Hospitality and is a three-time winner of the prestigious Princess Royal Training Award
- Students become Innholder Graduates once completed – an extensive network of graduates that allows for continued learning and networking throughout their careers
- Generally, applications open in January each year and close in March
- Mentoring is available, in collaboration with the Institute of Hospitality



# Master Innholders Aspiring Leaders Diploma

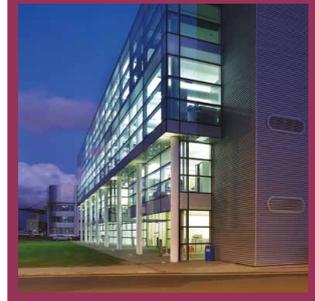


PRINCESS ROYAL  
TRAINING AWARD

# Innholder Scholarships

**Innholder Scholarships** are designed for early career professionals looking to develop their management and leadership capabilities, helping to broaden their business expertise and improve confidence and competence. Places are awarded at both Cornell (USA) and Cranfield (UK) universities.

- Provides an £11,000 scholarship, generously fully funded by the Innholders Charitable Foundation, the Savoy Educational Trust, The Master Innholders Charitable Trust and the Lord Forte Foundation
- Comprising 2-3 days virtual learning, ten days residential split into two visits, as well as review sessions after six and twelve months
- Graduates of the programme become Innholder Scholars – our network of alumni. Alumni are also invited to several Innholder Scholarship meetings throughout the year, each focused on providing additional learning opportunities as well as the chance to network with other hoteliers
- Generally, applications open annually in April/May and close in August



INNHOLDER  
SCHOLARS



## GM of the Future Award

- An annual award created by the Master Innholders to celebrate and champion the next generation of hotel leaders
- Designed for early career professionals with high managerial potential, the award is presented to an individual who can demonstrate their ability and passion to become a Hotel General Manager (or equivalent) who champions our industry and inspires others
- The winner receives a scholarship for the Talent Development Programme at Cranfield University, Buckinghamshire, worth over £11,000 and offering clear strategic understanding of business management
- The runner-up receives a place on Cranfield University's Impact & Influence programme, as well as several coaching sessions
- All those shortlisted are invited to attend the Hotel Leadership Conference, where the winner is announced



# Hotel Leadership Conference



## Hotel Leadership Conference

- The go-to event for hotel professionals - an annual two-day conference created by the Master Innholders held in January
- Offering two days of presentations and workshops from the hotel industry and beyond, with insights from industry leaders and professionals
- Each year has a specific theme the conference is focused around, with previous examples including 'Distilling Excellence' and 'Beyond the Bubble'
- Includes a black-tie dinner in the evening allowing for networking with various industry professionals
- Open to the Master Innholders community but not exclusive – we encourage hoteliers from across the industry to attend
- Surplus funds raised are used to fund programmes such as the Aspiring Leaders Diploma and Innholder Scholarships





# Giving Back

## Giving back

- The Master Innholders supports several charities with work throughout the year, including Hospitality Action, Room to Reward and the Master Innholders Charitable Trust
- We are long-time supporters of Hospitality Action's Walk for Wellbeing, with hundreds of members taking part to raise money for the charity
- Master Innholders have taken part in several charity cycle rides in recent years to raise money for various charities, including Hospitality Action
- The Master Innholders have been organising "Back to the Floor" in aid of Hospitality Action since inception in 2019
- The Master Innholders also receives support from Savoy Educational Trust, Lord Forte Foundation and the Innholders Charitable Foundation to help fund the Aspiring Leaders Diploma and Innholder Scholarships

Hospitality  
Action

Lord  
**FORTE**  
Foundation



# How You Can Support Us

## How You Can Support Us...

### ■ SOCIAL MEDIA

Follow, like and reshare our content to help increase our reach



Scan for  
Master  
Innholders  
Linktree



### ■ APPLY TO OUR PROGRAMMES

Put forward yourself or team members for our programmes such as the Aspiring Leaders Diploma, Innholder Scholarships, Master Innholders or GM of the Future Award

### ■ SHARE INFORMATION

Share information about the Master Innholders with hoteliers and associations

### ■ EVENTS

Attend some of our events throughout the year

### ■ SPONSORSHIP OPPORTUNITIES

Promote your business at the Hotel Leadership Conference



For more information, please contact the Executive Secretary,  
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