

Les Roches Alumnus Appointed to Head of Events & Hospitality at the International Olympic Committee (IOC)

Panos Tzivanidis, Class of '91, credits Les Roches education for fast-tracking his career in events

Bluche, Switzerland—June 18, 2013—[Les Roches International School of Hotel Management](#) alumnus Panos Tzivanidis, has been appointed to Head of Events & Hospitality at the International Olympic Committee. He will oversee all non-sporting events as well as all hospitality and ticketing services for the IOC family.

Panos Tzivanidis, a national of Greece, earned his diploma from Les Roches in 1991. Prior to being named Head of Events & Hospitality at the International Olympic Committee, he served as Head of the Travel and Conferences unit for UEFA, the European Association of Football Federations, widely known for the organization of the Champions League, Europa League and National teams EURO tournaments with headquarters in Nyon, Switzerland, known as the “House of European Football.” He previously served 11 years as Head of Sibos and events at SWIFT.

“Les Roches, one of the most well-known schools in the world for hospitality management with a strong international curriculum in event management, definitely fast tracked my career. Les Roches prepares students based on a Swiss educational model that combines practice, theory and internships enabling them to be fully employable, flexible and mobile,” said Tzivanidis. *“As a Greek, and a Les Roches alumnus, I feel honoured to be serving the Olympic idea.”*

An increasing number of professional events of all types are organized every year globally. The events management industry is a significant and highly attractive business area. It is large—approximately \$100 billion total revenue across the globe—and it is growing at an average of 6.2% globally since 2003¹. Tapping into these trends, Les Roches introduced an [event management specialty](#) as part of its Bachelor of Business Administration program in early 2012. The academic content and teaching modules for this concentration were developed in collaboration with professionals in event management. More than 30 students are currently enrolled in this specialty.

Les Roches is ranked No. 2 worldwide among the most prestigious hospitality schools, according to a 2010 survey conducted by one of the world leaders in research and analysis, Taylor Nelson Sofres (TNS). With more than 1,330 students from all over the world, the school prides itself in offering an international academic environment and diverse faculty, 98% of whom are international.

For more information or to participate in the competition please visit www.lesroches.edu or Twitter® @LesRochesPress.

Press contact: Alexia Robinet
Public Relations Manager
Phone: +41 (0)79-3108193
Alexia.robinet@laureate.ch

¹ The Events Industry White Paper, by AMR International and DeSilva+Phillips, 2008

About Les Roches International School of Hotel Management

Les Roches International School of Hotel Management is a private Swiss Institution which offers undergraduate, graduate and post graduate programs. Les Roches is accredited at the university level by the New England Association of Schools and Colleges, Inc. (NEASC) (www.neasc.org) and offers programs in the fields of hospitality, tourism, and event and entertainment management. Nestled in the Swiss Alps at 1,274 meters in the small village of Bluche, just a few minutes drive from the famous ski and golf resort of Crans Montana, Les Roches offers to its international student body a young and dynamic educational environment, perfect to mature and gain experience to start an exciting and diverse professional career. Les Roches students have the possibility to transfer to/from Les Roches banch campuses and affiliated campuses in Spain, China and Jordan (Les Roches International School of Hotel Management, Marbella, Spain; Les Roches Jin Jiang International Hotel Management College (LRJJ), Shanghai, China; and the Royal Academy of Culinary Arts (RACA), Amman, Jordan). For more information, please visit www.lesroches.edu. Les Roches is part of Laureate Hospitality Education, a leading hospitality management education group (www.laureatehospitality.com).