



# SCHOOL OF HARD ROCK

THE TEMPLE OF ROCK MUSIC OPENS THE DOORS  
TO THE WORLD OF EDUCATION

THIS EDUCATIONAL PROGRAMME IS  
DEDICATED TO ALL STUDENTS  
FROM PRIMARY SCHOOLS  
AND LOWER AND UPPER  
SECONDARY SCHOOLS.

THE AIM OF THIS PROJECT IS TO MAKE  
MUSIC A USEFUL ELEMENT FOR THE  
COMPREHENSION OF THE HISTORICAL  
AND CULTURAL EVOLUTION OF OUR  
SOCIETY. UPON REQUEST, IT IS  
POSSIBLE TO HAVE INSIGHTS ON  
MARKETING MANAGEMENT AND  
RESTAURANT MANAGEMENT.

London | 150 Old Park Lane | 020 7514 1700

#HardRockCafeLondon | [hardrockcafe.com/london](http://hardrockcafe.com/london)

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## HARD ROCK CAFE LONDON

Hosted at the first ever Hard Rock Cafe in London who opened their doors on the 14th of June 1971, the School of Hard Rock programme is made to measure for all students - from primary to secondary schools up to university graduates. The purpose of School of Hard Rock is to offer both teachers and students an authentic educational experience, with engaging and fun methodologies: the amazing story of a company that, after 47 years, continues to operate promoting all the same values that led to its present day success.

Learn about our menu, memorabilia, philanthropic endeavours, live music, marketing initiatives and promotions. We will cater the presentation to the theme of the school trip or study programme.

## EDUCATIONAL PROPOSALS

### THE FIRST PART OF THE LESSON

is dedicated to the history of the Hard Rock Cafe brand, from its origins in the 1970s when Peter Morton and Isacc Tigrett decided to open an American diner in central London dedicated to rock music. Discover the values on which Hard Rock Cafe is founded that guide the company still to this day: "Love All, Serve All", "Take Time To Be Kind", "Save The Planet" and "All Is One".

Hear the story of the birth of Hard Rock's memorabilia collection which is in itself a part of music history. Find out which regular customer asked the staff if he could hang his guitar on the wall to mark his favourite bar stool as "his spot." Then one week later, discover who sent a package with a note bearing the message, "Mine's as good as his!", starting the trend and now part of over 75,000 pieces worldwide.

### THE SECOND PART OF THE LESSON

is chosen by you, the teacher, to suit your students' needs and study course, and can be one of the following modules:

#### SALES & MARKETING

Learn about the development of the brand including tourism marketing, partnerships, locator advertising and social media.

#### FOOD & BEVERAGE MANAGEMENT

Delve into our classic but constantly evolving menu and learn about our unique culinary offerings with local flavours and flair. Discover how serious we are about serving fresh, handmade classic American food with a southern touch, and how our menu today is still made by hand, from scratch with the finest ingredients. Find out about our most popular menu items and ranges, what sets us apart and why we are popular with all age ranges.

#### VISUAL MERCHANDISING & RETAIL

Hear about the strategies that make the presentation and promotion of Hard Rock merchandise effective and how we manage and develop our Rock Shop.

#### PHILANTHROPY

Rock is Our Differentiator, Philanthropy is Our Soul... over the past four decades we have donated millions of dollars from numerous charitable programmes, fundraising efforts and Ambassador Volunteerism. Learn about how we will continue to raise both awareness and funds, benefiting a variety of causes worldwide through our Hard Rock Heals Foundation.

#### THE VAULT

As part of the programme, you will take a tour of our rock 'n' roll museum. Formerly Coutts Bank used by the Queen, the Vault used to hold her crown jewels but is now the home to even more valuable pieces from Hard Rock's iconic music memorabilia collection.

#### RESERVATIONS

Visits take place from Monday to Friday from 10am only. \*Must be reserved through the sales & marketing team. The programme combines a 45-minute presentation, followed by a Q&A, Vault tour, competition and lunch from one of our world-renowned set menus. Everyone will take away a Hard Rock certificate confirming their attendance and participation at the original Hard Rock.

It is possible to have only lunch or dinner at Hard Rock Cafe London with our special group menus.

**To book at the Hard Rock Cafe London, please contact Lauren Symons on [Lauren.Symons@hardrock.com](mailto:Lauren.Symons@hardrock.com) or call 020 7514 1700.**

\*times, quantity and prices must be requested when booking\*



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