

13 Days of Wyndham Halloween 2020 Internal Communications Plan

Goal: Generate awareness of 13 Days of Wyndham Halloween, kicking off October 19 and ending October 31.

Key Messages:

- At Wyndham Hotels & Resorts our core value of Fun comes to life when we celebrate together.
- With Halloween nearly upon us, we'd like to join with all of our team members around the world to celebrate this fun holiday virtually!
- We understand that each country and culture may celebrate differently, and we want to learn more about your traditions and see how you're celebrating this year – or how you've celebrated in the past!
- That's why, during our 13 Days of Wyndham Halloween event from Monday, October 19 through Saturday, October 31, team members will have the opportunity to submit photos of their Halloween fun for the chance to win a prize. Photo ideas include those of you, your family members, children or pets in costume, Halloween décor, pumpkin carvings and traditional foods.
- Team members can enter daily by submitting their photos at www.WyndhamHalloween.com.
- Show your fellow team members that you like their photos by visiting the contest gallery and clicking on the pumpkin, bat or spider icons below the photo!
- Three winners will be randomly selected at the end of the contest and will win 90,000 Wyndham Rewards points.
- We will share the winners and their photos in our company newsletters and on Wyndham Nation.
- We also invite you to join us for some Halloween Zoom Theme Days on the following days.
 - **Tuesday, October 20:** Your Favorite Halloween Movie
 - **Thursday, October 22:** Your Favorite Childhood Halloween Photo
 - **Monday, October 26:** Pumpkin Carvings, Halloween Décor or Creative Halloween Food
 - **Wednesday, October 28:** Your Favorite Halloween Candy

Audiences:

- Global corporate team members
- North America Managed hotel team members

Communications Vehicles:

- Parsippany Campus Reporter, Irving Office Reporter and Saint John Centre Reporter
- Standalone communication from Mary Falvey
- HR Bi-Weekly Communication
- Wyndham Global Roundup
- Wyndham Nation

October 12 PCR/IOR/SJCR:

The 13 Days of Wyndham Halloween (October 19 – 31) are coming soon! Stay tuned for more information about how we're celebrating Halloween virtually with our team members around the world this year! Hint: There will be photos, there will be prizes, there will be FUN!

October 14 Standalone:

Please note you are receiving this message as you are a global corporate team member or a General Manager, Assistant General Manager or HR Leader of a North America Managed Hotel



Dear Team Members,

At Wyndham Hotels & Resorts our core value of Fun comes to life when we celebrate together.

With Halloween nearly upon us, we'd like to join with all of our team members around the world to celebrate this fun holiday together virtually! We understand that each country and culture may celebrate differently, and we want to learn more about your traditions and see how you're celebrating this year – or how you've celebrated in the past!

That's why, during our **13 Days of Wyndham Halloween** event from Monday, October 19 through Saturday, October 31, team members will have the opportunity to submit photos and captions of their Halloween fun for the chance to win a prize. Ideas include photos of you, your family members, children or pets in costume, Halloween décor, pumpkin carvings and traditional foods.

Team members can enter daily by submitting their photos at www.WyndhamHalloween.com. Show your fellow team members that you like their photos by visiting the contest gallery and clicking on the pumpkin, bat or spider icons below the photo!

Three winners will be randomly selected at the end of the contest and will win **90,000 Wyndham Rewards points!** We will also share the winners and their photos in our company newsletters and on Wyndham Nation.

For even more virtual Halloween fun, we also invite you to join us for some Halloween Zoom Theme Days on the following days. This is a great conversation starter and a wonderful way to get to know your team members a bit better!

- **Tuesday, October 20:** Your Favorite Halloween Movie
- **Thursday, October 22:** Your Favorite Childhood Halloween Photo
- **Monday, October 26:** Pumpkin Carvings, Halloween Décor or Creative Halloween Food
- **Wednesday, October 28:** Your Favorite Halloween Candy

Thank you for joining us for our 13 Days of Wyndham Halloween virtual celebration. We look forward to seeing your great photos as we celebrate this fun holiday together.

We hope you and your families have a happy and fun-filled Halloween!

All the best,
Mary Falvey
Chief Administrative Officer

October 14 Wyndham Nation Post:



At Wyndham Hotels & Resorts our core value of Fun comes to life when we come together to celebrate things like holidays and Company events.

With Halloween nearly upon us, we'd like to join with all of our team members around the world to celebrate this fun holiday together virtually! We understand that each country and culture may celebrate differently, and we want to learn more about your traditions and see how you're celebrating this year – or how you've celebrated in the past!

That's why, during our **13 Days of Wyndham Halloween** event from Monday, October 19 through Saturday, October 31, team members will have the opportunity to submit photos and captions of their Halloween fun for the chance to win a prize. Ideas include photos of you, your family members, children or pets in costume, Halloween décor, pumpkin carvings and traditional foods.

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Thank you for joining us for our 13 Days of Wyndham Halloween virtual celebration. We look forward to seeing your great photos as we celebrate this fun holiday together.

October 19 PCR/SJCR:



As mentioned in a recent message from Mary Falvey, chief administrative officer, today we will kick off our **13 Days of Wyndham Halloween** event, which will run through Saturday, October 31!

As part of the celebration, our team members from around the world can submit photos and captions of their Halloween fun for the chance to win a prize. Ideas include photos of you, your family members, children or pets in costume, Halloween décor, pumpkin carvings and traditional foods!

Team members can enter daily by submitting their photos at www.WyndhamHalloween.com. Show your fellow team members that you like their photos by visiting the contest gallery and clicking on the pumpkin, bat or spider icons below the photo! Three winners will be randomly selected at the end of the contest and will win **90,000 Wyndham Rewards points**. We will also share the winners and their photos in our company newsletters and on Wyndham Nation.

And, as a reminder, team members in the U.S. can enjoy additional time to celebrate Halloween with their families, as we will virtually close our U.S. offices at 3 p.m. on Thursday, October 29 and will remain closed on Friday, October 30 as part of our Team Member Appreciation Day schedule.

Thank you for participating, and have fun!

October 21 Managed Bi-Weekly:

As mentioned in a message from Mary Falvey, chief administrative officer, our exciting **13 Days of Wyndham Halloween** event has begun and will run through Saturday, October 31!

As part of the celebration, our team members from around the world can submit photos and captions of their Halloween fun for the chance to win a prize. Ideas include photos of you, your family members, children or pets in costume, Halloween décor, pumpkin carvings and traditional foods!

Team members can enter daily by submitting their photos at www.WyndhamHalloween.com. Show your fellow team members that you like their photos by visiting the contest gallery and clicking on the pumpkin, bat or spider icons below the photo! Three winners will be randomly selected at the end of the contest and will win **90,000 Wyndham Rewards points**. We will also share the winners and their photos in our company newsletters and on Wyndham Nation. Thank you for participating, and have fun!

October 22 Global Roundup:



As mentioned in a message from Mary Falvey, chief administrative officer, our exciting **13 Days of Wyndham Halloween** event has begun and will run through Saturday, October 31!

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Team members can enter daily by submitting their photos at www.WyndhamHalloween.com. Show your fellow team members that you like their photos by visiting the contest gallery and clicking on the pumpkin, bat or spider icons below the photo! Three winners will be randomly selected at the end of the contest and will win **90,000 Wyndham Rewards points**. We will also share the winners and their photos in our company newsletters and on Wyndham Nation. Thank you for participating, and have fun!

October 26 PCR/SJCR:



We hope you are enjoying our **13 Days of Wyndham Halloween** event, which will run through Saturday, October 31!

As a reminder, as part of the celebration, our team members from around the world can submit photos and captions of their Halloween fun for the chance to win a prize. Ideas include photos of you, your family members, children or pets in costume, Halloween décor, pumpkin carvings and traditional foods!

Team members can enter daily by submitting their photos at www.WyndhamHalloween.com. Show your fellow team members that you like their photos by visiting the contest gallery and clicking on the pumpkin, bat or spider icons below the photo! Three winners will be randomly selected at the end of the contest and will win **90,000 Wyndham Rewards points**. We will also share the winners and their photos in our company newsletters and on Wyndham Nation.

And, as a reminder, team members in the U.S. can enjoy additional time to celebrate Halloween with their families, as we will virtually close our U.S. offices at 3 p.m. this Thursday and will remain closed on Friday as part of our Team Member Appreciation Day schedule.

Thank you for participating, and have fun!

November 4 Global Roundup/Wyndham Nation/Nov 4 Managed Bi-Weekly:

Thank you for participating in our **13 Days of Wyndham Halloween** event! We have enjoyed seeing all of the photos of your Halloween fun and traditions.

We're pleased to announce our winners, who were randomly selected and will win 90,000 Wyndham Rewards points!

- Winner
- Winner
- Winner

Thank you, again, for joining us for our first-ever virtual Halloween event, and we hope you had a fun and memorable Halloween!