

IHG Hotels & Resorts & US Open: Internal and Hotel Communications

DRAFT: Aug 5, 2019



Owners, Hotels, Corporate Colleagues: Internal Campaign to Engage and Sustain



WHEN
WHAT

AUDIENCES

July		August		September and beyond	
Activation Partnership Updates		Event & On-property Activation Details		US Open Recap	
<u>Owners</u> Hotel owners informed on activation process and provided toolkit	<u>Corporate</u> Hot Topics article on US Open Merlin initiative page	<u>Owners</u> - Hotel Bulletin to PCs updating them on the plans for US Open - Inclusion in interim financial results messaging - Preview in the Regional CEO’s Results Business Update - AA Kids Day Recap for HI Owners in next We’re There round up	<u>Corporate</u> - MC&T Newsroom post and push email to both organizations - Comms Bulletin announcing sweepstakes asking for video submissions - Ongoing US Open initiatives page updates - Global Merlin story for tourney kickoff (CH & Brian) ‘Live reporting’ with 3 MC&T Newsroom update – Tuesday email pushes - Corporate Newsletters – Sweepstakes winner announced (AMER only corp. bulletin) and tourney kickoff (global) - Corporate Social Channels - Monthly core content deck for SVP town halls - Digital boards - Office events	<u>Owners</u> - Feature in OA Magazine - Business update from the Regional CEOs (Oct)	<u>Corporate</u> - Office parties - Comms Bulletin - watch party reminder - Internal event (watch party) - Post tourney recap message on Global Merlin - Comms Bulletin recap - Feature in Inside IHG (recap after earnings) - MC&T Newsroom update (featuring Claire Bennett) - Monthly core content deck for SVP town halls with recap
<u>Hotels</u> - Winning Together Communication to FPS – Activation submission process - Hotel Bulletin to all hotels - sharing toolkit; will include PCs		<u>Hotels</u> - Winning Together to FPS – reminder about tourney start and rules of the road, includes list of NYC activations/US Open experiences - Hotel Bulletin to all hotels – reminder about tourney start and rules of the road, includes list of NYC activations/US Open experiences to share with guests		<u>Hotels</u> - Hotel Bulletin to all hotels - Thank you to hotels and link to recap comms on Global Merlin - Special thank you for NYC hotels – with special thanks to Eventi and Barclay teams	

July: Owners, Hotels, Corporate Colleagues Communications



	Tactic	Audience	Channel	Date (approx.)*
Owners	Informational note on US Open activations and sharing toolkit	Hotel owners	Hotel Bulletin	July 30
Hotels	US Open Activation submission process	Internal Ops and FPS leads (AMER)	Winning Together	July 17
	Hotel Toolkits (being developed by Partnerships & Kimpton design team)	All hotels and owners	Hotel Bulletin	July 30 and July 31
Corporate				
	Intro article on announcing the US Open partnership	All internal and/or hotel	US Open Merlin initiatives page	July 18

*Dates subject to changes based upon receipt of deliverables from project team

**Please see appendix for more details

August: Owners, Hotels, Corporate Colleagues Communications



	Tactic	Audience	Channel	Date (approx.)
Owners	Informational mention in interim financial results messaging	All owners/ investors	Press release / investor presentation	Aug.5
	Preview in the Regional CEO's Results Business Update (excludes AMER – ran US Open in May 10 edition of Perspective from Elie)	All owners	Regional CEO owner message	Aug.5
	Bulletin with update on the plans for US Open	All owners	Hotel Bulletin	Aug. 13 & 14
	Recap of AA Kids Day	HI owners	We're There Round Up	w/o Aug.26
Hotels	Reminder about tournament start and rules of the road, includes list of NYC activations/US Open experiences	Internal Ops and FPS leads (AMER)	Winning Together	Aug 13
	Reminder about tournament start and rules of the road, includes list of NYC activations/US Open experiences	All hotels	Hotel Bulletin	Aug 13 & 14
Corporate	Marketing Preview US Open	All Marketing colleagues	2nd fl conf. meeeting	Aug. 5
	Slide for monthly core content deck	MC&T EC+1 and below	Town hall meetings	First week in August
	Sweepstakes announcement - asking for video submissions**	Corporate colleagues	Communications Bulletin (AMER)	Aug.6
	Ongoing US Open initiatives page updates (as needed)	All internal and/or hotel	US Open Merlin initiatives page	on going as needed
	Hot Topics article with info on brand activations and tournament dates	All internal and/or hotel	US Open Merlin initiatives page	Aug. 9
	Article on upcoming US Open plans (M, C&T) and push email to article including info on how to attend Marketing preview sessions (to Marketing only)	Global MC&T colleagues	MC&T Newsroom post and push email to Marketing organization and C&T email push without Marketing sessions	Aug.12

August: Owners, Hotels, Corporate Colleagues Communications



Corporate	Tactic	Audience	Channel	Date (approx.)
	Global Merlin article, featuring Christian and Brian video**	All colleagues and hotels	Global Merlin newsroom	Aug.19
	Live from the US Open Update articles including images and video**	Global MC&T colleagues	MC&T Newsroom posts w/ Tuesday email pushes (4 in total)	Starting Aug. 20 Ending Sept. 10
	Digital signage announcing kickoff of tournament	All Ravinia colleagues	Digital signage boards	Aug. 26
	Article announcing sweepstakes winner and tournament kickoff	Corporate colleagues	Communications Bulletin (AMER)	Aug. 27
	Series of social posts	All colleagues and public	Corporate social media channels	Dates TBD

September & Beyond: Owners, Hotels, Corporate Colleagues Communications



	Tactic	Audience	Channel	Date (approx.)
Owners	Magazine feature	Owners in AMER	OA Magazine	Oct. 1 Content deadline / Dec. 14 press date
	Business update from the Regional CEOs	Owners (Global)	Quarterly Business Update	Date range: October 18 - 28
	Special thank you note from Charmaine	NYC Ops support teams	Direct email	w/o Sept.16
Hotels	Bulletin thanking hotels with special mention of Eventi and Barclay	NYC Hotels	Hotel Bulletin	Sept. 17 & 18
	Bulletin recapping US Open with special mention of Eventi and Barclay – link to Global Merlin recap story	All hotels (global)	Hotel Bulletin	Sept. 17 & 18
Corporate	Slide for monthly core content deck	MC&T EC+1 and below	Town hall meetings	First week in Sept.
	Note reminding colleagues office event	EMEAA & GC colleagues	Regional bulletins	Sept.3 (based on event date approved)
	Article reminding colleagues about watch party	Ravinia colleagues	Communications Bulletin	Sept.3
	Office Watch Party**	Ravinia colleagues	2 nd fl. conference center	Sept. 4
	Office Celebration**	Denham & Shanghai colleagues	Common areas	Sept. 4 (still TBD)
	Post tournament recap message	All colleagues and hotels	Global Merlin newsroom	Sept. 16
	Post tournament recap message linked to Global Merlin news article	Corporate colleagues	Communications Bulletin (AMER)	Sept. 17
	Post tournament recap message	All internal and/or hotel	US Open Merlin initiatives page	Sept. 17
	Recap article with photos	Global MC&T colleagues	MC&T Newsroom post	Sept. 17
	Recap feature in Inside IHG	All corp colleagues	Inside IHG	Nov. TBD

Employee US Open Sweepstakes (US Only)

Key dates*:

July 23: Announce sweepstakes

July 30: Submissions due

July 31-August 1: Committee to select winner

August 2: Winners notified

August 6: Winner announcement

****original timeline has shifted, as legal as not yet approved the sweepstakes***

Details:

- US only*, 3 winners with a +1 for 6 total guests
- Submission criteria: What makes you the biggest tennis fan? And why are you excited that IHG is part of the US Open? (proposed)

**Brian has asked if Denham and Shanghai winners could be added – looking for budget for flights*

Winners Package to include:

- Tickets to the August 30 11 am session (Loge tickets)
- Flight vouchers (pending confirmation)
- 2 nights at InterContinental NY Barclay hotel, checking in August 29 and check out August 31
- Access to the IHG hospitality suite at the InterContinental (dedicated staff, food and beverage)
- Shuttle transport to and from the venue
- Uber (\$50) and Starbucks (\$25) gift cards

Denham and Shanghai Internal Activations

Key dates*:

- August 27: Announce start of US Open and giveaways through regional comms channel

**timeline subject to shift*

Details:

- Collateral to post in breakrooms and communal spaces
- US Open swag*- giant tennis balls, the free dual-branded posters, any other options to complement collateral
- Offer giveaway items*: branded swag from the IHG booth and suite (luxury dopp kits, etc)
- If applicable, turn on televisions to show the US Open
- If budget allows, provide a sweet treat to employees

**Giveaway and swag requirements or contest guidelines TBD*

Please note that Katie Anderson and Emily Bernstein on the Partnerships team are in charge of global internal activations and sent the document linked below to Brian and Claire for budget approval. A 50K budget was approved – there is still room to influence some of the details in the document.

Link: [Proposed internal activations](#)

Ravinia Watch Party

Key dates:

- September 4: 11am-2pm in 2nd floor conference center

Details:

- Open invite to all colleagues to watch the tournament on the second floor with an afternoon tea/dessert reception
- Will include recreation of elements of IHG booth- Oasis in one portion of the space (2/3 of the room for viewing party and 1/3 partitioned off to recreate Oasis)
- Will repurpose US Open content and look/feel of IHG booth (luxury hotel video experience, green wall, eucalyptus towels/scents)
- Décor to include available collateral, posters, plus up with tablecloths, serving ware, flowers, centerpieces, tennis balls, cups, towels, and additional tennis/US Open paraphernalia
- Step-and-repeat from signing for people to take photos
- Encouraging employees to take pictures and share their experience

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Appendix: Taking Content to the Next Level

Opportunities for Video Content Series

Shoot Date	Subject/Talent	Content	Potential channels of use
Aug. 13	Christian H. and Brian M.	Kicking off Fan week – What you can expect to see from IHG at the US Open (video)	Global Merlin, MC&T Newsroom, Comms Bulletin
Aug. 19 & 24		Tour of Oasis booth (before opening), Fan week , Arthur Ashe Kids Day – including meet and greet with musical performer and HI Kids court (photos & video)	MC&T Newsroom, Comms Bulletin, Corp social channels
Aug. 26		First Day of US Open (photo)	MC&T Newsroom, Comms Bulletin, Corp social channels, Global Merlin, Corp social channels
Aug. 29	Christian H. & Claire B.	Quick video of Christian & Claire thanking all the teams involved and the NYC hotels; Quick video of clip of CH and CB with tennis rackets practicing their best backhand or serve (Boomerang)	MC&T Newsroom, Comms Bulletin, Global Merlin, Corp social channels, US Open Merlin page, Digital signage
Aug.30	Christian H.	Interview with CH about the first week and importance of partnership – include footage of IHG Day activities, viewing in Plaza at Eventi and Club Lounge Hospitality at Barclay	MC&T Newsroom, Comms Bulletin, Global Merlin, US Open Merlin page, digital signage
TBD	Various corp. employees	Behind the scenes at the US Open: What goes into a partnership like this? (series of photos and profiles of different colleagues showcasing their roles in bringing US Open to life)	MC&T Newsroom
TBD		Walk throughs of NYC hotels doing US Open activations (video & photo)	MC&T Newsroom, Comms Bulletin, Global Merlin, US Open Merlin page, digital signage
TBD	Executive on location	Photos of IHG execs on site during hosting sessions	MC&T Newsroom, Comms Bulletin, US Open Merlin page, digital signage
TBD	Sweepstakes winners	Photos and profiles of sweepstakes winners sharing their excitement and experience	MC&T Newsroom, Comms Bulletin, US Open Merlin page, digital signage

Please note we are working with the Content team to develop a detailed shot list based on the run of show that is currently under review and will continue to drill down into the types of content that will be captured. The next iteration will include a content calendar for each day of the US Open and will include detailed list of photos, videos, infographics, etc.

**** Exact publish dates for this content are still being developed****