

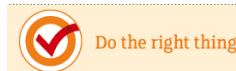
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## Celebrate Service!



**What** – In 2010 IHG and the IAHI will inaugurate Celebrate Service Week. This will be a week long series of system wide and property level events to celebrate the contributions of hotel level personnel. The events will call to attention the work that our team members do and their many acts of service, hospitality and graciousness. With over 300,000 persons engaged throughout the world in IHG affiliated hotels, this will be the industry's largest celebration of workers and their professionalism. This will build in subsequent years to be a significant touchstone in the culture of the IHG – IAHI enterprise.



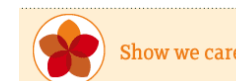
Branding, tools and communication of the event will be established on a worldwide basis under the direction of the Human Resources team of IHG with the participation of a franchise system committee comprised of HR professionals. The annual event will be funded through a combination of a time commitment by IHG and franchisee manpower, IHG and IAHI financial resources, partner trade outs and vendor contributions.

This is one actionable way to symbolize the care and concern we have for our workforce and to let them know that they are valued as individuals and for their contributions. It is also a way to stand out among companies that have cut back on their commitment to their people.



**Why** – The many people that work in IHG managed and affiliated hotels are an incredible asset that deserves attention and further development. This week of celebration and recognition will be one step to build a sense of unity and purpose throughout the system in alignment with the tenets of IHG's Winning Ways and the mission of the IAHI.

- Positive reinforcement of guest service and quality objectives.
- Create unity and commitment to the IHG system.
- Boost morale and positive sense of accomplishment in difficult economic times.
- Positively influence the pride of workers and their sense of accomplishment and engagement in their hotels and the IHG system.
- Develop goodwill amongst our work force.
- Build on the IHG – IAHI partnership.
- Create a powerful public relations opportunity that supports the Winning Ways.



**When** – A week will be selected at the mid-point of the calendar year, May or June. This would allow the avoidance of holiday periods and place the celebration at the front end of the seasonal vacation travel season. With a six month lead, there is adequate time to plan and execute the event in the late

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spring early summer of 2010. Holding the event over an entire week will allow a range of activities to be implemented and add to the impact of the initiative.

**How** – A cross functional working group will be formed within IHG to develop the basic branding, concept, communication plan and schedule. The IAHI will reach out to the franchise community to establish a task force of 10 Human Resource professionals with representation from a range of franchisees. With the commitment of IHG and these individuals as well as the Board and Committee members of IAHI, there will be at least 500 participating hotels in this first year. There may be as many as 1,500.



Work better together

These teams will work together to develop the ideas and implementation plan for the system and suggestions for the property level. Some of the ideas may include:

- Celebrate Service web site that includes a proposed schedule of events and ideas for the property level.
- CEO video message for distribution to hotels for meetings and events.
- Signature event that is timed for sequential implementation around the world.
- Posters, flyers, team member notices etc. for use at the hotels.
- Best practice ideas for the property level such as; departmental celebrations, lunches, management team service events etc. A different department each day?
- Annual pin and certificates that commemorate the event. Strike a new one each year, these cost less than a dollar each when produced in bulk.
- Build a HR blog around the event and establish a database of the Human resource professionals throughout the system. Establish Twitter and Face book communication tools.
- Reach out to PCR database and ask them to recognize acts of service and individuals that they encounter in the hotels.
- Hotels to create celebration videos to be shared on the face book page.
- Special thank you letter mailed to workers homes
- Draft PR releases for local use.



Celebrate difference

**Contest Concepts** – To call attention to the event I suggest that we establish a contest or sweepstakes for 100 vacation trips. Using our contacts with Delta, British Air and other carriers we arrange for trade outs for air flights and combine these with stays at IHG properties. Hotels could be reimbursed through the PCR program. These prizes could be awarded randomly or through some other agreed to method to participating hotels. We may even be able to arrange for other significant prizes, such as cruises or even an automobile or two and then develop great stories around the winners and their adventures. The prizes would help the promotion of the event and help create some excitement and then future impact as the prizes are utilized.

**Vendor – Partner Participation** – This is the type of event that system vendors may be very interested in participating in. It is a way for them to show support for the system, its size and scale in a unique and positive way.

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Branding - Name – The title “Celebrate Service” is simply an idea to give this a working title for now. There may be a much better name that ties into the Winning Ways more effectively.

**Summary** – I believe this concept is actionable, achievable and would be a positive symbol of the commitment by IHG and the IAHI to the people that make our hotel’s come to life 365 days a year, 24-7. It can be scaled across the enterprise to fit cultures and local concerns. While optional to the franchise community I believe the take up would be significant and successful. It would require a funding commitment from both the IAHI and IHG but I believe this could be kept to a very reasonable level and offset through both trade outs and vendor participation.

Consistent with the winning ways, this initiative would be an “Aim Higher” opportunity for both IHG and the IAHI in a challenging year. Let’s do it!