2012 Candlewood Suites Wheel

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2012 Crowne Plaza Committee Wheel

•Ensure that the new identity (on-site collateral) is fully implemented by December 31, 2012.

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2012 Holiday Inn Committee Wheel

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2012 Holiday Inn Express Committee Wheel

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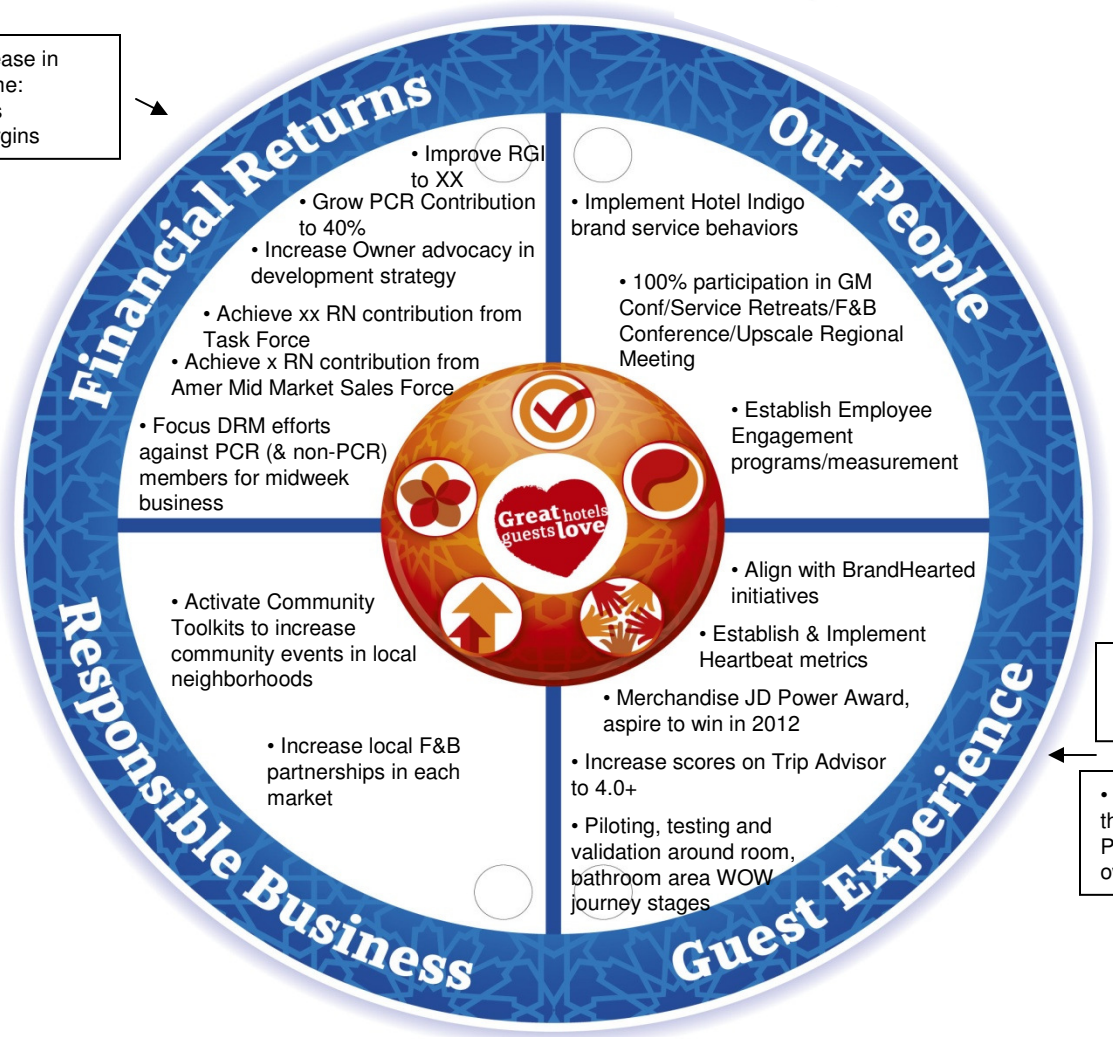
2012 Indigo Committee Wheel

• Measure increase in F&B dept income: Increased sales =increased margins



• Guest Experience - Research, Consumer Insights, Brand Stds

• Build brand awareness through social media, PR/media outreach and owned/earned media

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2012 Staybridge Suites Wheel

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Development Committee Wheel 2012

• Leverage experience of active developers to incorporate ROI savvy building practices and elements into prototypes and conversions

• Understand the new owner evaluation process and input from Committee (and others) on how to screen and approve new developers.

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2012 Direct Sales Committee Wheel

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2012 Operations Committee Wheel

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2012 Priority Club Rewards Committee Wheel

Where we play

- Create Better Linkage Between PCR and Brand Committees
- Public Relations Campaign - Electronic Communication, Video, Town Hall Meetings, IHG Americas Conference, Joint Committee Meetings

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2012 Revenue Performance Committee Wheel

Where we play

- Support roll out of RevPAR measurement
- Support IHG to strengthen Distribution strategies

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2012 Technology Wheel

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