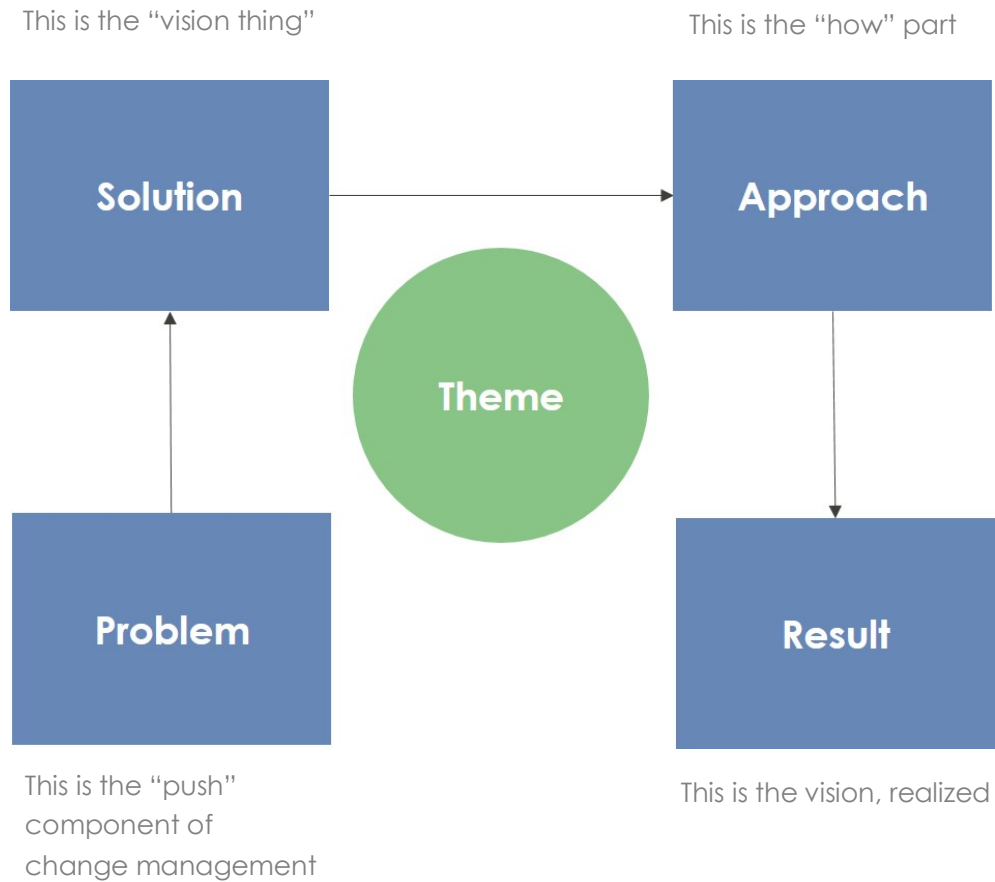




Message Frame





Message Frame

REVOLUTION

By **transforming** our brand

By **meeting** changing guest needs

By **redefining food and beverage**, public spaces, technology, and other choices

Key words: transformation, solution, modernization overhaul

Example: smart, energizing, choices

CONNECTION

By **sharing** the implementation and **owning** this solution together

By **investing** in tools

By **harnessing** your input in the pilot phase

Key words: dialogue, turn-key hotels, end to end process, implementation check list

Facts: trainers there eight days before and three days after; series of five lunch and learns



THREAT

From **changing** guests needs

From **growing** competitive landscape

From **evolving** market conditions

CONNECTION

To **lead** your teams

To **advance** your career

To **serve** our guests