



LE CLUB ACCOR  
HOTELS

Feel Welcome

INFOKIT



X2

MEETING PLANNER  
OFFER



# Campaign Description

## CAMPAIGN OBJECTIVES

- Create a ‘key moment’ for Meeting Planner members
- Activate meeting planner members to generate incremental revenue
- Increase Meeting & Events turnover
- Increase renewal of Meeting planner members

## OFFER CONTENT

### **MEETING PLANNER OFFER:**

- Hold & pay events at participating hotels
- Earn X2 bonus points
- Limit of up to 60,000 points for the same event, upon registration to the offer

## TERMS & CONDITIONS

- Mandatory registration to offer for Meeting Planner members
- Payment for the event provided by 31 July, 2019
- Must provide LCAH Meeting Planner Loyalty Card number when making the reservation
- No minimum spend per event
- No limit in the number of events

## BOOK, HELD & PAY PERIOD

Up to July 31, 2019

## LANDING PAGE

English: <https://www.accorhotels.com/leclub/promotions-offers/bonus-offers/owm007656-001-earn-up-to-60000-rewards-points.en.shtml>

Arabic: <https://www.accorhotels.com/leclub/promotions-offers/bonus-offers/owm007656-001-earn-up-to-60000-rewards-points.ar.shtml>

## RECRUITMENT PAGE

<https://meetings.accorhotels.com/gb/promotions-offers/owm010046-001-earn-up-to-60000-rewards-points.shtml>

**BENEFIT CODE: “MEE”**

## MARKETING & COMMUNICATION:

- Ecard (both Global and Local sending) | Landing pages in 17 languages
- Hotel collaterals – attached flyers | email signatures



# Landing Page

## ENGLISH PAGE

## ARABIC PAGE



Thanks for joining the Le Club AccorHotels Meeting Planner programme.

If you're organising a professional meeting or still thinking of the ideal venue, take advantage of our special offer:

- for any professional meeting booked and paid for by 31 July 2019, we'll double your Rewards points!

Taking advantage of this offer couldn't be easier! Just:

1. Sign in as a Le Club AccorHotels Meeting Planner member by clicking on "Log In". Or become a member of the Le Club AccorHotels Meeting Planner by clicking on "Join"
2. Either way, you must then request the offer by clicking on "Register"
3. Book and pay for your event by 31 July 2019
5. Receive your Rewards points every month following payment for the event points

The Rewards points you earn can then be used to treat yourself however you fancy:

- Pay less next time you organise an event or stay at any of our participating hotels;
- Enjoy a truly memorable moment by booking one of our Elite Experiences\*\* or make your holiday dreams come true by booking one of our Dream Stays created exclusively for our members;
- Enjoy a spot of retail therapy in our online store, La Collection by Le Club AccorHotels\*\*\*;
- Convert your points into air miles for use with one of our partners;
- Make a donation to a charity close to your heart.

What are you waiting for? Double your Rewards points today!

Your Le Club AccorHotels team

FOR STAYS FROM 22/01/19 until 31/07/19  
BOOK THIS OFFER FROM 22/01/19 to 31/07/19

Feedback

شكرهم على الانضمام إلى برنامج Le Club AccorHotels Meeting Planner. وإذا كنت تخطط اجتماعا مهنيًا أو لم تحسم أمرك بشأن المكان المناسب، فاستد من عرضنا الخاص هذا، وهن - خصصنا نقاط Rewards مقلل أي اجتماع مهني لجزءه وسند بحلول 31 تموز/يوليو 2019 الاستفادة من هذا العرض بفترة السهولة ما عليك إلا:

1. تسجيل دخولك كعضو في عرض Le Club AccorHotels Meeting Planner بالضغط على «تسجيل الدخول». أو اصبح عضوا في عرض Le Club AccorHotels Meeting Planner بالضغط على «الانضمام»
2. وطيفه، في كلا الحالتين، طلب العرض بالضغط على «تسجيل»
3. احجز وسد حساب دعواتك بحلول 31 تموز/يوليو 2019
5. احصل على نقاط Rewards كل شهر بعد تسديد حساب الدعوات بالنقطة

من الاجتماعات إلى المؤتمرات والدورات، سنكافئك على الجهود التي تبذلها للتخطيط لكل فعليه وتنظيمها.

وسيمكنك استخدام نقاط Rewards التي تكافئك بها لتعال نفسك كما تريد، وعلى سبيل المثال:

- خصص حساب دعواتك المغلقة أو إقامتك في أي من فنادقنا المشاركة؛
- عش أوقات جميلة تنطبق في ذاكرتك بحجز أحد عروض Elite Experiences\* أو خلق أحلامك بلجزءه حجزها خلال عروض Dream Stays المصممة لأعضائنا؛
- تصفح باسراهم تتصفح خلالها في متجرنا على الإنترنت، La Collection من Le Club AccorHotels\*\*\*؛
- حول نقاطك إلى أميال جوية مستخدمها لدى أحد شركائنا؛
- قم بترحيل تبرعهم لتمهيدهم.

لا تصعب أي لحظة خصصنا نقاط Rewards الخاصة بك الضميمة الوراء

فريق عمل Le Club AccorHotels

\* تجارب الفعاليه الخاصه والمصريه  
\*\*\* لواجهه اللؤلؤ

مدة العرض الخاصه بالإقامة من 22/01/19 إلى 31/07/19  
مدة العرض القابلة للحجز من 22/01/19 إلى 31/07/19



# Recruitment Page - BENEFIT CODE



IT ONLY TAKES A FEW MOMENTS TO SIGN UP

Hello,  
Please fill in the information below to gain access to the Meeting Planner offer.

### Your login details

Business email*	Password*
<small>Enter your business email address and log in with your accorhotels.com login details.</small>	<small>Your password must be at least 8 characters long and must include a least 1 of the following character types: OVER CASE SENSITIVE, LOWER CASE letters, DIGIT, SPECIAL CHARACTER OR SYMBOL.</small>

### Your company

Company name*
<small>32 characters max.</small>

### Your postal address to receive your card

Please enter the postal address at which you wish to receive your personal card.

Title*	Surname*	First Name*
---		
Address*	Additional address	Post code*
City*	Country*	
	---	

Specify a phone number, at which we can contact you.

Country code*	Business mobile number*
---	

The phone number entered will be your contact number for all Le Club AccorHotels communications.

Do you have a benefit code? Specify it here:

I would like to receive Le Club AccorHotels communications by email.

I agree to receiving AccorHotels Meetings & Events offers, promotions and information.

By clicking on "Confirm my membership", I accept the [General Conditions of Use of the Le Club AccorHotels programme](#) and the [Meeting Planner offer](#).

CONFIRM MY MEMBERSHIP

INSERT THE BENEFIT CODE  
"MEE"



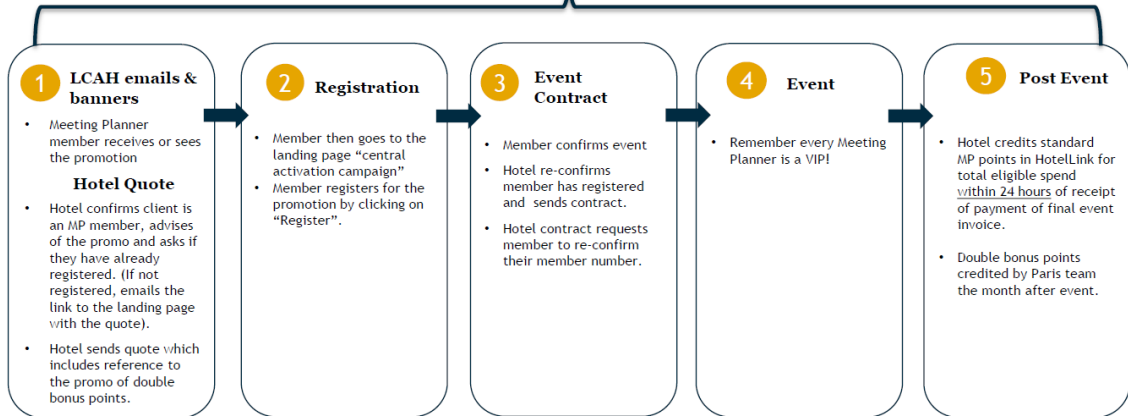
# Customer Journey

Existing Meeting Planner Member

## Customer Journey

### Scenarios:

1. Meeting Planner member receives or sees the promotion
2. Meeting Planner member contacts a hotel direct for a quote



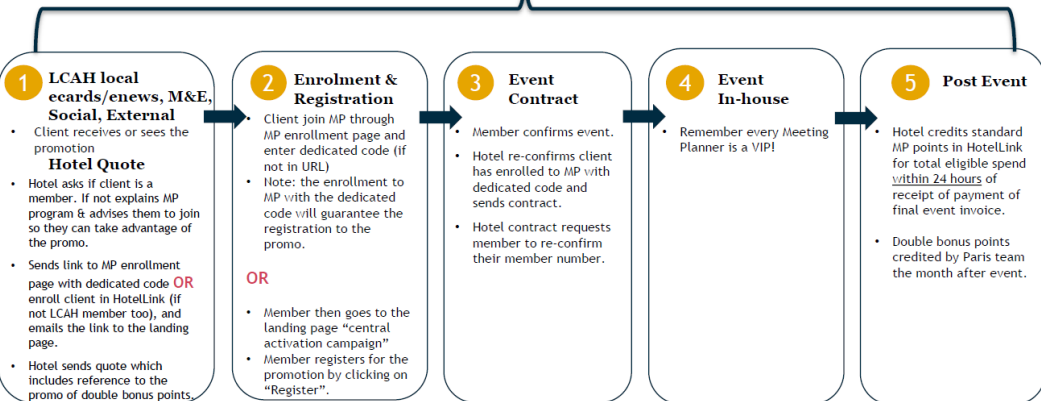
Remember: Mandatory registration to offer for Meeting Planner members

Not a Meeting Planner Member

## Customer Journey

### Scenario:

1. Client receives the B2B recruitment ecard
2. Client receives or sees the promotion
3. Client contacts a hotel direct for a quote



Remember: Mandatory enrollment to Meeting Planner program with dedicated code to guarantee registration to promo.



# Key Actions



**Must  
Do's!**

## Key Actions for Hotels

**THIS IS A LONG CAMPAIGN!**

**ITS SUCCESS AND CREDIBILITY IS DEPENDENT ON THE SUPPORT OF US ALL**

Asking if a client is a **Meeting Planner member** must be embedded in your **everyday process**

For registered members the **delivery** of the **MP points must be seamless** right up until the conclusion of the campaign **31st July 2019**

Market the Offer!

The assets are **yours to drive**

Use the elements at **every client** facing opportunity



**Must  
Do's!**

## Key Actions for Sales

**THIS IS A LONG CAMPAIGN!**

**ITS SUCCESS AND CREDIBILITY IS DEPENDENT ON THE SUPPORT OF US ALL**

Asking if a client is a **Meeting Planner member** must be embedded in your **everyday process**

Push offer on **any mean** you have & several time: social media, local page, hotels, sales, etc...

Market the Offer!

The assets are **yours to drive**

Use the elements at **every client** facing opportunity





# Owned Media Creatives

Email  
signature  
banner



Printed  
flyer

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HOTELS

Feel Welcome

MEETING PLANNER

Booking your event with us means even  
**more rewards for you!**

EARN UP TO **60,000** REWARDS POINTS

RAFFLES BANYAN TREE Fairmont SOFITEL RIXOS M  
pullman swissôtel ANGSANA GRAND MERCURE THE SEBEL CASSIA  
NOVOTEL Mercure adagio MAMA ibis ibis adagio Thalassa  
SHELBY STYLES \*\*\*\*\*





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