



BrandEd Overview

Project Goal

Fulfilling of the NEWH Mission of Education by bringing Hotel Brands and Brand Professionals to the NEWH Chapters/Regional Groups. An interactive event to assist in building relationships & education related to Brands and Brand Strategies.

Description

Classroom setting w/ AV equipment if needed
Presenting Brands Agenda: SEE SAMPLE Agenda/Timeline
To consist of: Presentation, Q&A and Networking

Target Population

Architecture
Interior Design
Procurement
Franchisees
Manufacturing / Sales Professionals
Students

Project Team

BrandEd Chair
Chapter Committee
NEWH, Inc. Office Staff
Brand Professionals

Stakeholders

NEWH, Inc.
NEWH Chapters/Regional Groups
Hotel Brands
Event Sponsors

Responsibilities

NEWH, Inc.

- NEWH, Inc. will be responsible for any and all correspondence with Brands
- NEWH, Inc. will reimburse Brands for airfare and will invoice the chapter
- Marketing materials will be created by NEWH, Inc. and email blasts will commence two (2) to three (3) months prior to event
- NEWH, Inc. will post event on various social media channels

Chapter

- Location and negotiation with venue (should align w/presenting brand). Including AV, Food & Beverage, and tables & chairs
- Sponsorship solicitation
- Drive ticket sales
- Ticket pricing difference for Members versus Non-Members – minimum of 25% increase for Non-Members (example \$45 for members, \$75 for non-members)
- Students fee should not exceed \$10.00
- RSVP via online signup with payment due immediately – no ticket purchase at door
- Attendance Goals: minimum – 50/maximum – 150
- Cost for airfare, venue, F&B and Misc. expenses shall be borne by sponsorship and ticket revenue (break-even event)
- Check-in/Hospitality table
- Hospitality Concierge for Brand Professionals – coordinate any local needs & maintain event timeline

Brand

- Create an informative & educational presentation about your brand for the local design community
- Suggested 3 hour time frame for presentation/Q&A – could be longer if tour added
- Work with the Brand Co-Chair for presentation date and times
- Suggest venue locations that would work for presentation/tour
- As available, present quarterly to NEWH chapters across country
- Local chapter will cover airfare, transportation to the venue for 2 members of your brand to present.

Questions

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