

# *PULLMAN Meet/Play campaign*



**p u l l m a n**  
HOTELS AND RESORTS

**MEET  
PLAY**

## Background:

- Offshore business affected/local business affected due to COVID-19 crisis
- **Current market conditioning suggest to move release of messaging to July/August**
- Market is crowded with environmentally focussed campaigns as this is a key trend
- Other attractive features to this audience: Cuisine especially stand up done right
- There is an opportunity to draw conference guests to Pullman by reinventing M&E with a sense of energy & individual flair

## Key messaging suggested to focus on:

- Accor's initiatives for Planet 21 in the Mice space
- Health and wellbeing – before or after event
- Flexible/culinary options – stand up/canapes reimagined

## Revised Project concept:

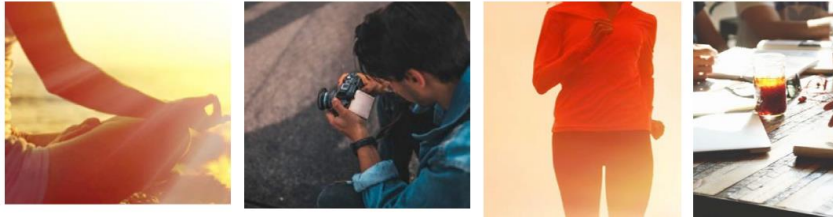
- Repurpose/source brand images for 4x key pillars and animate post COVID- 19 crisis via owned channels
- Launch of innovative/playful lunch concept including guidelines around usage of bites on wheels





## EARLY BIRD

AN EARLY MORNING PROGRAMME OF ACTIVITIES FOR MICE ATTENDEES



## REFRESH YOUR FOCUS

A HEALTHY ALTERNATIVE TO THE TRADITIONAL MEETING ROOM SNACKS



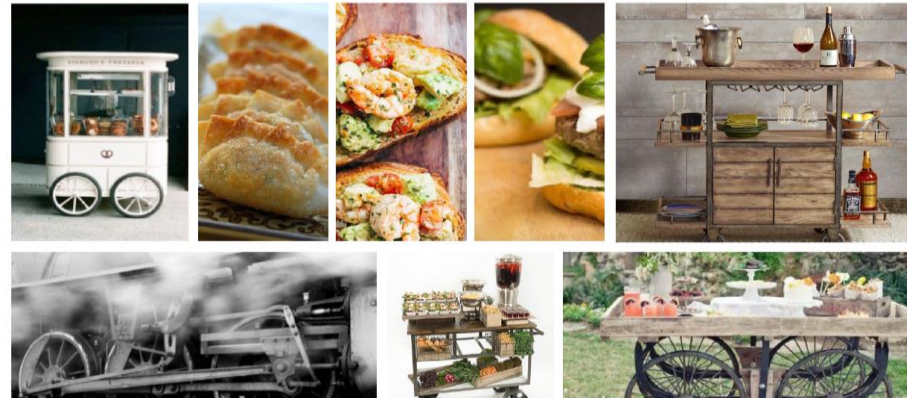
## BRIGHT GREEN

SMART IDEAS FOR SUSTAINABLE MEETINGS AND EVENTS



## BITES ON WHEELS

AN EXPRESS DINING CAR CAPABLE OF COMING TO YOU



- Reviewing all 13 pillars, we found these 4x would be the most attractive for conference organisers across our region

# Meet/Play 9x optional pillars



## PUSH FOR A HEARTIST

AN EASILY ACCESSIBLE, DIRECT LINE TO GET HELP IN THE ROOM AS FAST AS POSSIBLE



## PULLMAN UNPLUGGED

UNPLUG FROM DEVICES, AND CONNECT WITH EACH OTHER IN A TECH-FREE ZONE WHERE CREATIVITY FLOWS



## CUSTOM CUISINE

STYLISH FOOD BARS THAT DECONSTRUCT POPULAR DISHES AND ENCOURAGE ATTENDEES TO CREATE THEIR OWN VARIATIONS



## CONTROLLER'S TOOLKIT

ALL THE TOOLS YOU NEED TO LEAD A MEETING IN ONE NEAT PACKAGE



## PERFORMANCE BOOST

ENGAGING BREAKS THAT UPLIFT PERFORMANCE AND ENHANCE WELLBEING



## ALL ABOARD

LEVERAGING PULLMAN'S TRAIN ROOTS TO TURN THE SITE INSPECTION INTO AN ON BRAND INTERACTIVE AND ENGAGING JOURNEY



## EXPRESS EATS

QUICK, TASTY MEALS AND SNACKS THAT DON'T TAKE UP VALUABLE TIME



## HYDRATION STATION

A BAR BUILT AROUND THE CONCEPT OF HEALTH AND HYDRATION THAT KEEPS ATTENDEES FRESH AND ALERT



## THE 'BRIEF' CASE

A SPECIAL PACKAGE FOR MEETING ATTENDEES LEFT IN THEIR HOTEL ROOM ON ARRIVAL





# Status of operational implementation

Meet Play Items	Mandatory					Optional							
	All Aboard	Refersh Your Focus	Performance Boost	Bites on Wheels	Bright Green	Push for Heartist	Controllers Toolkit	Express Eats	Hydration Station	Custom Cuisine	Early Bird	Brief Case	Pullman Unplugged
Pullman													
Port Douglas		x	x					x	x	x			
Palm Cove	x	x		x		x	x	x	x				
Cairns International	X	X	X		x		x	X	X	X	X	X	x
Reef Casino		X				X	X	X	X	X	x		x
King George Square	X	x	x	x	x	x		X	x				x
Sydney Airport	X	X	X			x		x	X	x	x		x
Hyde Park	X	X	X	X	x	x	x	x	X	x	x	x	x
Quay Grand													
Olympic Park	x	X			x				x				
Magenta Shores	X	X						x	X				
On the Park		X		X			X	X	X	x			x
Albert Park	X	x	x										
Adelaide	X	X	X						x				x
Bunker Bay	X	X	X		x		X	X	x	X			X
Auckland	x	x	x	x	x	x	x	x	x	x	x	x	x
Nadi Bay	x	x	x					x	x	x	x	x	
NEW: Rotorua													

- In current environment, I recommend we push deadline of implementation to 30 June

# Culinary lunch roll out

## Overview:

Development of guidelines for menu/operational execution for a new & playful Meet/Play stand up lunch concept

## Suggested committee members:

Anthony – Culinary Director Novotel Darling Harbour

Leigh Roberson - Executive Chef Pullman Sydney Airport

Ben – FB Director Pullman Olympic Park

## Guidelines:

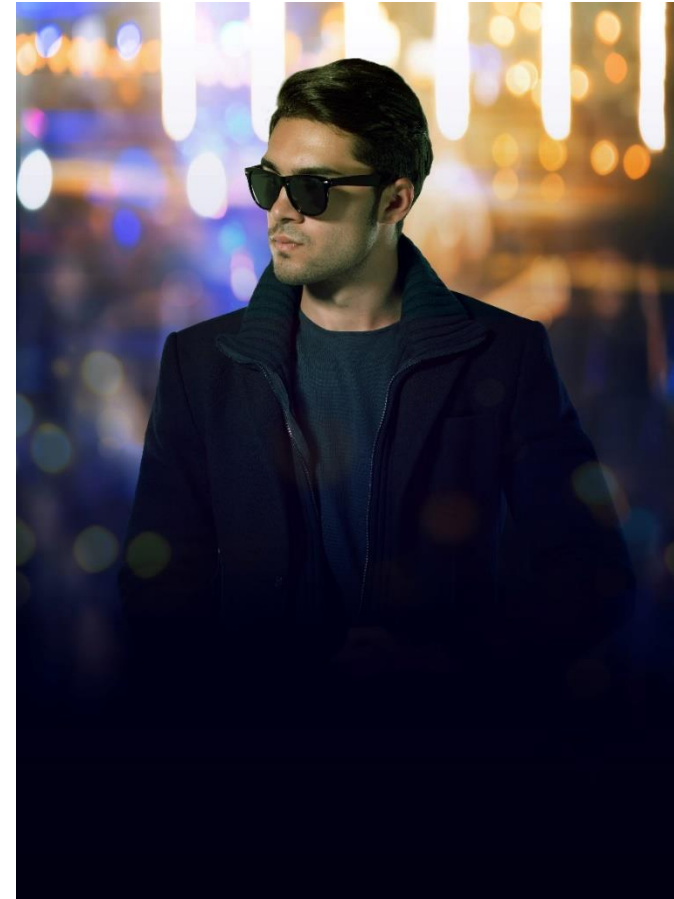
- Stand up concept and set up
- Has to be highly visual (Instagram-able)
- To incorporate new Bites on Wheels
- Simple and encourage local interpretation of Pullman Hotel Chefs
- Modern & playful as per Pullman brand
- Option to include interaction (private Chef option to upgrade)
- Sustainable focus
- Health conscious/dietary focus
- Minimum cooking required
- Encourage to work with local suppliers and even use home grown produce (some hotels have a herbs garden, own honey)



## Sourcing content

In order to source relevant content, we had to re-think and review current areas to minimise costs:

1. Support from Global team
2. Repurpose content that is aligned with key concepts (via current partners)
3. Influencer support for bites on wheels



Mood board



Refresh your mind



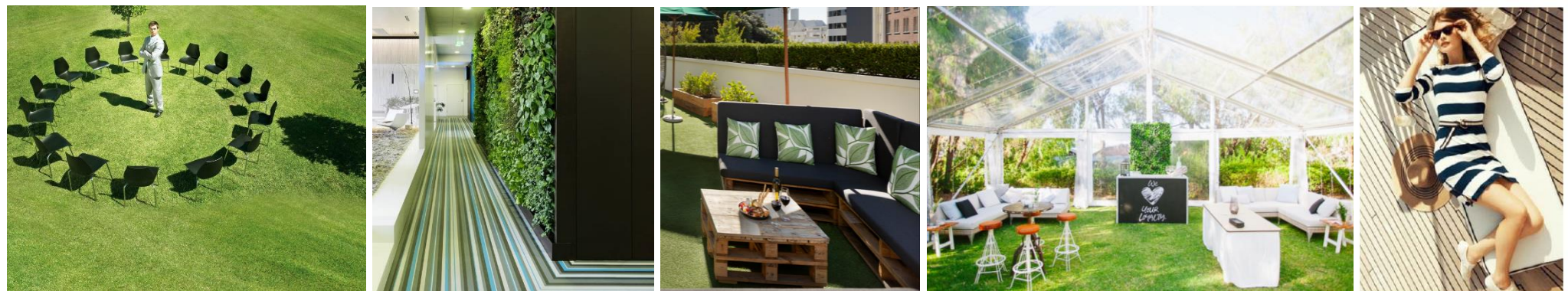
Bites on wheels (breakfast & stand up lunch focus of food)



## Mood board



Early bird



Bright Green

## A strong consolidated offer dedicated to Meet/Play



### *Dedicated Pullman offer for stronger brand messaging*

- A dedicated Pullman offer to conference organisers to complement current Meeting Planner offerings
- Free breakfast for residential conference guests (focus on Active breakfast Pullman offers as party of its breakfast guidelines)
- *Available to Meetings Planners only with the intent to sign up new members!*
- Content revamp on Pullman brand page on Accorconferences to feature new content/offer

MEETING PLANNER

# WE HAVE TO START MEETING LIKE THIS

EARN X2 POINTS FOR EVENTS ACROSS THE PACIFIC PLUS A CHANCE TO WIN A LIMITLESS EXPERIENCE OF CHOICE\*

\*Terms and conditions apply

ACCORCONFERENCES.COM.AU

Luxury	Premium	Midscale	Economy
SO   SOFITEL	Art Series swissotel   SEBEL PEPPERS   pullman GRAND MERCURE   M	NOVOTEL Mercure   marlin-	BreakFree® ibis   ibis styles

MEETING PLANNER

## ENERGY BOOST ACTIVE BREAKFAST

A high energy balance of proteins and carbohydrates, designed for easy digestion and to keep you fully charged as you meet the demands of your day.

*Suggested low key animation via owned channels to activate post COVID-19 crisis from Jul/Aug*

Channel	Jul	Aug	Sept	Oct
Press Release to C&E media	x			
Hotel online/offline animation	x	x	x	x
Regional e-cards to C&E database		x		x
Meeting Planner e-cards	x		x	
M&E quarterly e-cards	x			x



Item	Costs
Content production	\$50,000
Asset creation	\$25,000
Media	\$50,000
<b>TOTAL</b>	<b>\$100,000</b>

Item	Forecasted revenue
20% growth YOY in M&E revenue	10 Mio
<b>TOTAL</b>	

***THANK  
YOU***



**pullman**  
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