

OPEN SPACE

CONSOLIDATION
SO MUCH UNCERTAINTY

STARWOOD DRINKS
MARRIOTT

MANAGEMENT WON'T BE PRACTICALLY DIFFERENT
...IT'S THE BUSINESS MODEL.

Successful INTEGRATION

BETTER INT'L PRESENCE
SPG POINTS
GREAT BRAND

LEVERAGE!

WHAT WILL HAPPEN IN STARWOOD HEAVY CITIES?

WE WILL DO BUSINESS DIFFERENTLY ... WITHOUT OUR REL'SHIPS

CAN I STILL BRING MY DOG?

MERGING of 2 customers

the game is changing

I'M WORRIED ABOUT SALESFORCE ONE MODEL

I LIKE MY PERSONALIZED SERVICE

MARRIOTT ISN'T THINKING ABOUT THE PLANNER

DO YOU KNOW ME?

HOUSING INDUSTRY WILL BE FLIPPED ON IT'S HEAD

HILTON
HYATT
OTHERS

OTHER OPTIONS for BUYING POWER

THERE WILL BE ATTRITION SOME PROPERTIES WILL GO AWAY

MARRIOTT SAUCE

DISTRIBUTION CHANNEL
One AUTOGRAPH COLLECTION
the BRAND POWER

INSTANT ROOM AVAILABILITY

DIRECT BOOK IS STILL the BEST RATE.

TRADESHOW

HERE & STAY

5 MILLION FT² EXHIBIT

TURN into an EXPERIENCE

CONNECT BUYERS and SELLERS together.

WITH MY TRIBE ... that I CAN'T GET anywhere else.

SELFIE WITH PICABO!

INTUITIVE and EXPERIENTIAL

VR EXPERIENCE WITHOUT BEING at the EVENT.

ASSOCIATIONS
HOW DO WE STAY RELEVANT?

WE'RE CONTENT CURATORS

WHAT CAN I GET WITH YOUR ASSOC. THAT I CAN'T GET ANYWHERE ELSE?

HOW DO WE GET THEM TO JOIN BECAUSE THEY WANT TO?

BENIGN...

WE NEED to RETHINK HOW WE OPERATE

EMBRACE the NEXT GENERATION

ONLINE LEARNING and TRAINING.

IT'S NOT a ONE SIZE FIT all MEMBERSHIP.

WHAT DATA MANAGEMENT SYSTEM to USE?

AMX
CNG
XYZ

BUT OUR MEMBERSHIP PROBABLY WON'T CHANGE and CHANGE is COMING.