

MARRIOTT BONVOY™  
**EVENTS**

CONNECT WITH  
CONFIDENCE

# CONNECT WITH CONFIDENCE

*Meetings & Events Guide*

# OVERVIEW

*Marriott International's new meetings & events protocols are based on 6 key pillars to ensure you can "Connect with Confidence."*



## **Commitment to Clean**

Enhanced cleaning protocols throughout the hotel, including public spaces, guest rooms and meeting spaces.



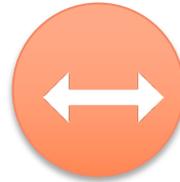
## **Contact Lite Experience**

Leveraging technology to give attendees the choice on how to interact with hotel associates.



## **Hybrid Meetings**

Providing options with technology and AV partners that enable meeting planners to customize solutions to best suit their needs.



## **Physical Distancing**

Reimagining spaces to enable more distance in accordance with best practices and local guidelines.



## **Redesigned Food & Beverage**

Offering a wide variety of F&B options including prepackaged, grab & go and plated service.



## **Flexible Terms**

Adjusting our process to offer flexible terms and simplified contracts.



MARRIOTT BONVOY™  
**EVENTS**

CONNECT WITH  
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Watch the [video](#)

# CONNECT WITH CONFIDENCE



## PLAN

Leverage our Connect with Confidence materials to review our Commitment to Clean initiatives, new meeting and event protocols and best practices from other events executed around the world. Arrange a virtual site inspection with the hotel and consult with their designated Cleanliness Champion.



## BOOK

Work with our team to develop a customized plan to meet your specific needs. Easily book our new innovative solutions with our hotels and partners. Finalize the details of your event, including expected social distancing practices for attendees, contactless registration, virtual/live hybrid meeting solutions, and food & beverage offerings.



## MEET

Experience our new protocols for meetings and events. On-site registration conducted at multiple desks with space for queueing. Where available, utilize contactless services through our Marriott Bonvoy™ or Meetings Services App (where available). Room sets reinforce social distancing. AV equipment sanitized between uses. Breaks and food & beverage stations are separated for each event.

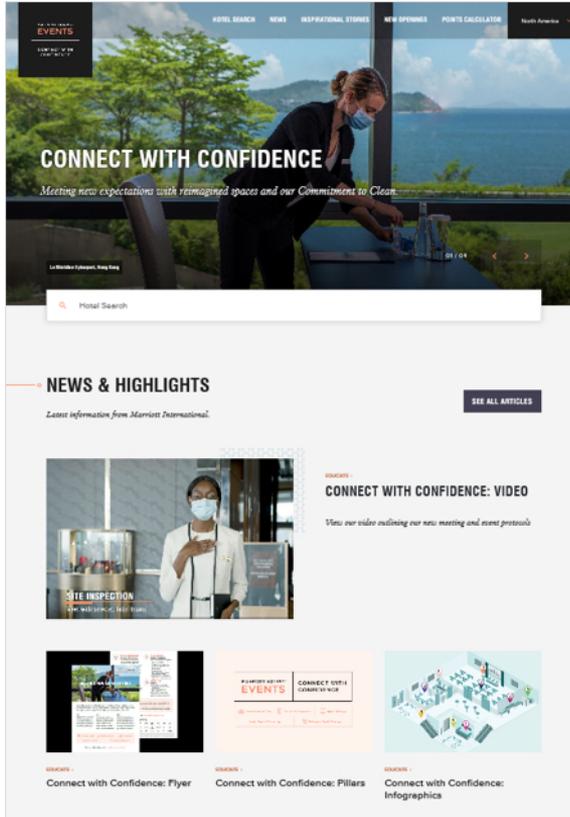
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# PLAN

*Reimagine Your Meetings*



# MARRIOTT BONVOY EVENTS



*Marriott Bonvoy Events is more than a travel program offering for meetings and events. It is also a resource for meeting and event planners as well as a source for inspiration and best practices from the hotels and planners.*

This website also includes :

- News and updates about Marriott International’s meeting & event protocols.
- Inspirational stories and best practices of recently held events.
- Detailed information with over 5,700 participating properties.
- Group promotions and offers from around the world.

Visit [MarriottBonvoyEvents.com](https://MarriottBonvoyEvents.com)

## ○ HOST WITH CONFIDENCE

*We have developed resources and guidelines to enhance our broader meetings & events efforts with a specific lens on operational best practices, partnership opportunities, and case studies of successful large group travel and meetings.*

The Marriott Bonvoy Events website includes an “Inspirational Stories & Best Practices” section that highlights meetings that have been hosted under our new meeting protocols.

Visit [MarriottBonvoyEvents.com/inspirational-stories](https://MarriottBonvoyEvents.com/inspirational-stories)



# HYBRID MEETINGS

*The demand for virtual and hybrid meetings will continue to grow as people adjust to a new work environment and culture in the age of COVID-19. The appeal lies in the ability to expand an event’s reach to include speakers and event attendees whose travel might be restricted due to the pandemic.*

Benefits:

- Expands the reach to a broader audience (face to face plus virtual).
- Brings speakers together who can’t travel.
- Provides new content delivery and communication options.
- Attracts sponsors who would not have otherwise been drawn to a live event.
- Provides alternatives for attendees who have travel or budget constraints.

KEY AREAS	Video Conference	Webinar	Webcasting	Virtual Conference
Ease of execution	SIMPLE	SIMPLE	COMPLEX	COMPLEX
Size of audience	10 or more	Up to 500	unlimited	Up to 3,000
Support	hotel	Hotel or AV provider	AV provider	AV provider



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# BOOK

*Evaluate and Review Options*



# ○ COMMITMENT TO CLEAN



*We are committed to providing you with an environment that aligns with expert protocols for working to defeat COVID-19. Consisting of in-house and outside experts in food and water safety, hygiene and infection prevention, and hotel operations, our **Marriott Cleanliness Council** is redefining our cleaning and safety standards. We will actively monitor and evolve our solutions to ensure a continued focus on the health and comfort of our guests and associates.*

*Our approach has three areas of focus:*

## **GLOBAL CLEANLINESS COUNCIL**

Experts to help identify the next level of global hospitality cleanliness standards.

## **PROTOCOLS + PRODUCTS**

To address the known modes of COVID-19 virus transmission.

## **ASSOCIATE TRAINING + ENGAGEMENT**

To train and sustain hygiene and safety behaviors.

## ○ FACE COVERING POLICY (IN SELECT LOCATIONS)



*All Marriott International associates wear face coverings as a part of their uniforms. Following American Hotel & Lodging Association (AHLA)'s "Safe Stay Guest Checklist", Marriott International requires guests to wear a face covering in its hotels in North America, the Caribbean and Latin America.*

"Health experts have made it clear that wearing face coverings in public spaces is one of the easiest steps that we can all take to protect one another and reduce the spread of COVID-19. As part of our commitment to clean, we made it a brand standard that associates wear masks and set an example."

– Arne Sorenson, Marriott International President and CEO, July 20, 2020

## ○ SIMPLIFIED BOOKING PROCESS & FLEXIBLE TERMS

*As we work together to ensure you can “Connect with Confidence,” we have also adjusted our contracting process.*

We offer flexible terms and simplified contracts for small groups arriving through June 30, 2021:

- In the U.S./Canada and Caribbean/Latin America regions, Marriott International’s Letter of Intent (LOI)\* eliminates cancellation and attrition clauses for small, short term business, which gives you the flexibility and saves time on negotiations.
- In Europe, Middle East, Africa and Asia Pacific (excluding Greater China), our Group Sales Agreement (GSA) Lite\* document does the same.

For meetings that do not qualify for a LOI, we have modified some of our standard contract clauses to ensure you have confidence in booking a meeting or event at our hotels.

*\*Note: Subject to hotel approval.*



Le Meridien, Cyberport, Hongkong

# CONTACT LITE EXPERIENCE | VIRTUAL TOOLS

*Our hotels have a variety of virtual tools that can be used for effective collaboration and ways to determine tailored options for meeting space setup, food & beverage offerings and audiovisual needs. They also give us an opportunity to answer questions or address any concerns around local protocols and regulations that are currently in effect in a location. Consult with your sales or event contact regarding availability of virtual tools to start collaborating.*

## VIRTUAL SITE INSPECTION & TOUR OPTIONS\*



SETUP GALLERY

Photos of meeting spaces, setups and floor plans help visualize the potential of the event.



VIDEO TOUR

A recorded video tour of the hotel can be viewed on demand when a live site is not possible due to travel restrictions.



360 VIRTUAL TOUR

View photos of the function space through a 360 virtual tour.



LIVE VIRTUAL TOUR

Walk the hotel through the tablet camera or glasses of the sales/event contact and ask questions throughout the tour.



VIRTUAL REALITY GOGGLES

Virtual reality goggles help attendees visualize themselves in the space.

\*Note: Virtual tools vary across our portfolio of participating hotels.

# CONTACT LITE EXPERIENCE | MOBILE SOLUTIONS

*Group attendees who are Marriott Bonvoy™ members can take advantage of mobile options available via the Marriott Bonvoy™ App. Attendees utilizing these functionalities enable them to skip the front desk altogether, reducing contact with associates and other guests.*

## MARRIOTT BONVOY & MEETING SERVICES APP\*

### MOBILE CHECK-IN AND CHECK-OUT

Benefit from a personalized, expedited and contactless arrival experience, check-in to upcoming reservations prior to arrival, receive a room ready alert notification from the hotel and check-out on a mobile device.

### MOBILE KEY

Use smart phones as a room key to conveniently access guest rooms and common areas.

### MOBILE REQUEST AND CHAT

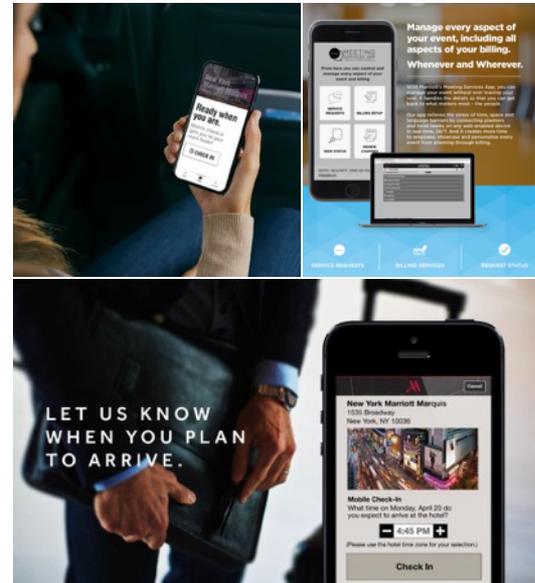
Request amenities and communicate directly with the hotel before, during or after the stay.

### MOBILE DINING

Browse and order from the hotel's menu at participating properties (for meal periods not included in the event).

### MEETING SERVICES APP

Connects meeting planners to the hotel teams, enabling them to manage event details and send requests throughout the event with minimal contact.



\*Note: Attendees must be Marriott Bonvoy members for access to these mobile solutions. Mobile solutions vary across our portfolio of participating hotels.



Cotton House Hotel, Autograph Collection, Barcelona, Spain

# MEET

*Experience New Protocols*

## ○ ARRIVALS & REGISTRATION



W Abu Dhabi, Yas Island

*We have established the following guidelines to ensure a smooth arrival and registration process for your attendees:*

- Provide information that outlines the social distancing practices and guidelines in effect at our hotels.
- Have face coverings and hand sanitizers available for meeting attendee use.
- Encourage staggered arrivals between groups.
- Present tech-enabled registration options to provide contactless registration to support physical distancing protocols.
- For events that have on-site registration, setup multiple check-in desks, space tables 6 feet (or 2 meters) apart with only one person per table.
- Use signage to cue social distancing and place distance markers or signage for lines/queuing.
- Consider queue lengths and attendee flow when creating diagrams for meeting planners.

# MEETING SPACE CLEANLINESS & HYGIENE

*We have elevated our cleaning standards in our meetings & events spaces to address the unique challenges presented by COVID-19. These guidelines and protocols are meant to meet or exceed the guidance provided by public health authorities.*



## SETUP

- Consultation with meeting planners to align on expected social distancing guidelines.
- Maintain 6 feet or 2 meters (or local guidance, if more stringent) between hotel associates and guests.
- For example, North America setup guidelines are as follows:

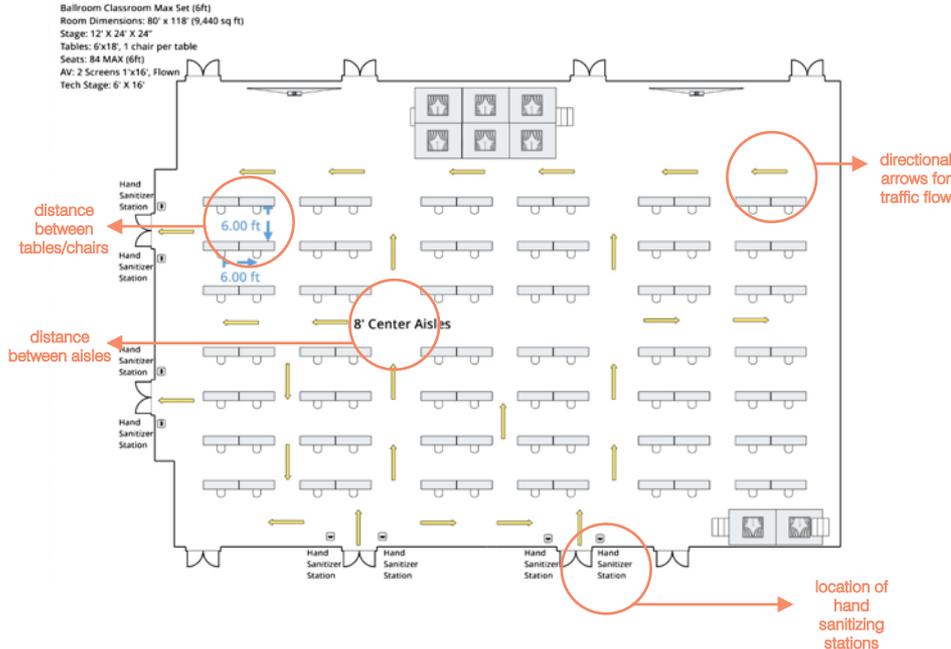
60" round table	4 guests
72" round table	6 guests
6' schoolroom table	1 guest
8' schoolroom table	2 guests
Theater style	minimum 3 feet/1 meter between chairs (on all sides)

## CLEANLINESS & HYGIENE

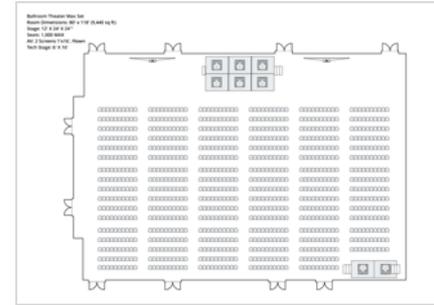
- Meeting rooms are disinfected after each meeting using electrostatic sprayers.
- All equipment and meeting amenities are sanitized before and after each meeting.
- Linen-less setup is used where available. Linens (when utilized) are replaced during full day meeting, at lunch and after each meeting.
- Sanitizing stations with hand sanitizers or sanitizing wipes are easily accessible to guests in meeting rooms.
- Masks are made available for meeting guests, upon request.
- Pens and writing pads are available upon request.
- Disinfectant wipes are provided for the speakers during presentation.

# MEETING SPACE SETUP | DIAGRAMS

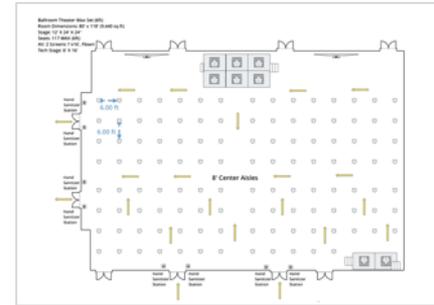
An integral part of the planning process is to provide customized meeting sets that align with expected social distancing requirements. These diagrams illustrate measures that have been executed to highlight suggested changes:



BEFORE:



AFTER:



# MEETING SPACE SETUP | SMALL

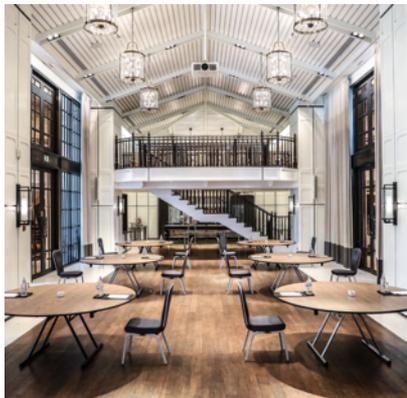
*The following meeting room examples are setup in accordance with social distancing protocols.*

## SMALL MEETING EXAMPLES



**THEATRE SET**

Minimum 3 feet or 1 meter between chairs (on all sides)



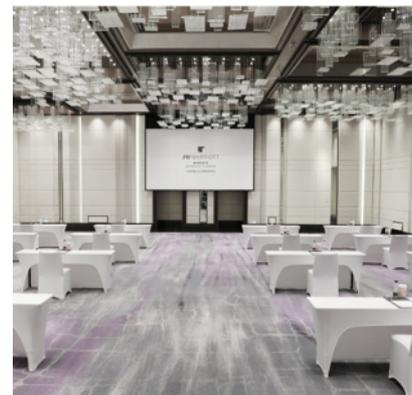
**CRESCENT ROUNDS**

54" rounds set with 2 chairs at each table



**THEATRE SET**

Minimum 3 feet or 1 meter between chairs (on all sides)



**SCHOOLROOM**

6' schoolroom with 1 chair at each table

## MEETING SPACE SETUP | MEDIUM

*The following meeting room examples are setup in accordance with social distancing protocols.*

### MEDIUM MEETING EXAMPLES



**CRESCENT ROUNDS**

60" rounds with 3 chairs  
at each table



**U-SHAPE**

6' schoolroom with  
1 chair at each table



**THEATRE**

Minimum 3 feet or 1 meter  
between chairs  
(on all sides)



**THEATRE (FACING STAGE)**

Minimum 3 feet or 1 meter  
between chairs

# REDESIGNED FOOD & BEVERAGE | PRESENTATION

*Food & beverage has always been at the forefront of how people connect at a meeting or an event as well as always at the core of our company. Now more than ever, our passion in consistently delivering creative, healthy and local food & beverage experiences will be critical in new offerings that take into consideration your concern for cleanliness and hygiene.*

## THOUGHTFUL PRESENTATION



### PREPACKAGED ITEMS

Showcase beautifully layered and portioned menu items.



### OUTDOOR AREAS

Explore outdoor areas for meals and breaks and enhance the experience with personalized touches.



### HOUSE MADE & LOCAL

Culinary talent is showcased through featured menu items using local ingredients.



### BEVERAGES

Presented in single-use containers with fun, creative and even custom labels.

# ○ REDESIGNED FOOD & BEVERAGE | SERVICE

*Thoughtful planning in the execution of coffee breaks, meals and beverage bars is a top priority to ensure a comfortable and enjoyable event experience.*

## HEIGHTENED SERVICE



### STAFFED STATIONS

Coffee and other break items to be attended and served by a server in specified break area for group.



### CUSTOMIZED MENUS

Personalized menu options tailored to group size are created instead of using traditional banquet menus.



### SINGLE SERVE OPTIONS

Showcase portioned menu items in sustainable packaging.



### LIVE ACTION STATIONS

Culinary staff plate individual portions behind see-through barriers ready for guests to pick-up.



### SATELLITE BARS

Set-up of multiple, smaller serviced bars.

# EVENT TECHNOLOGY

*Virtual meetings will continue to be in high demand in the future. Below are examples of solutions from simple to complex that our hotels and AV partners have developed to facilitate a seamless virtual meeting experience.*

## INNOVATIVE SOLUTIONS



### VIDEO CONFERENCE

The simplest solution for small groups of 10 and under with relatively straightforward requirements and can be executed with ease by most of the hotels.



### WEBINARS

Webinars allow groups of participants to engage in online discussions or training events and share audio, documents or slides.



### WEBCASTING

Live-stream virtual events to anyone that has the link to watch online. Webcasts are a way to broadcast messages from one to many, whether that's to a small group or thousands of people.



### VIRTUAL CONFERENCE

Involves complex, live agendas and are usually comprised of breakout sessions, keynotes and more. Some virtual conferences feature content that involves multiple sessions and may utilize tools for community engagement.

## ○ WEDDINGS & SOCIAL EVENTS

*Many people will choose to move forward with their wedding plans or social events in the age of COVID-19. Our hotels have taken additional steps when helping plan weddings and other social events:*



- Review expected social distancing guidelines with event organizer, couple and/or wedding planner.
- Event space lay-outs are developed in accordance with local social distancing protocols as well as taking into consideration the comfort of the guests.
- Tables are set at least 6 feet or 2 meters apart, with no more than 10 guests seated together (unless local regulations instruct otherwise).
- Offer outdoor spaces as an option for greater flexibility in creating event designs and floor plans that comply with current guidance.
- Created virtual wedding packages, combining an on-site wedding live streamed to friends and family.

# SUMMARY

## MARRIOTT BONVOY™



THE RITZ-CARLTON



ST REGIS

EDITION™

THE  
LUXURY  
COLLECTION™



HOTELS



JW MARRIOTT



MARRIOTT



SHERATON



MARRIOTT  
VACATION  
CLUB™



DELTA  
HOTELS

Le MERIDIEN

WESTIN

AUTOGRAPH  
COLLECTION™  
HOTELS



DESIGN  
HOTELS

R  
RENAISSANCE™  
HOTELS

TRIBUTE  
PORTFOLIO



GAYLORD HOTELS™

COURTYARD™

FOUR  
POINTS

SPRINGHILL  
SUITES™

PROTEA HOTELS.

Fairfield™



AC  
HOTELS  
MARRIOTT

aloft

moxie  
HOTELS



MARRIOTT  
EXECUTIVE APARTMENTS

Residence INN.

TOWNEPLACE  
SUITES™



element™  
BY MARRIOTT

HOMES & VILLAS  
BY MARRIOTT INTERNATIONAL

# ○ PLANNING & COMMUNICATION OVERVIEW



## PUBLIC AREAS

Review public area and meeting space layouts to enable traffic flow is within physical distancing guidelines and to ensure that attendees have easy access to hand sanitizer.



## REGISTRATION

Arrange registration flow in a way that minimizes attendee contact.



## MEETING ROOM

Set up meeting rooms according to local physical distancing guidelines, in a way that minimizes contact and provides easy flow and access to hand sanitizer.



## FOOD & BEVERAGE

Make F&B arrangements that minimize contact between attendees and hotel associates.



## GUEST ROOM

Understand cleaning protocols of the guest rooms to provide attendees with a clean and comfortable stay.



## HEALTH & HYGIENE

Communicate the cleanliness policies with event team, guests and vendor before the event.



## MOBILE SOLUTIONS

Enable the use of mobile and tech options to minimize contact with hotel associates and other guests.



## RESOURCES

Familiarize yourself with local regulations regarding group gatherings and prepare a list of emergency numbers and local health authority helplines.

# ○ PROTOCOL SUMMARY

*Marriott International has redefined processes and reimagined spaces to align with expert protocols on cleanliness. Meeting planners and their attendees will see key changes in their event experience at every stage through the planning process and on-site execution.*

## MEETING + EVENT SPACES

### Less Contact, More Convenience

- Reducing seating capacity according to the local laws and government regulations specific to each market. Where possible, outdoor spaces will be utilized.
- Consulting with each meeting planner to review and align on expected social distancing practices and cleanliness protocols.
- Equipping associates with required personal protective equipment.
- Enabling live/virtual hybrid meetings through live-streaming capabilities.
- Leveraging technology to reduce contact via mobile check-in, event registration and attendee badging.

### Deeper, More Frequent Cleaning

- Enhancing cleaning protocols to disinfect meeting spaces.
- Sanitizing restrooms as often as every hour.
- Disinfecting frequently touched items such as elevator buttons, escalator & stair handrails and doorknobs as often as every hour.
- Providing hand sanitizer stations throughout the meeting spaces.

## MEALS & BREAKS

### Nourishing the “New Normal”

- Setting meals and breaks in spaces reserved for the specific event (i.e., no co-mingling with other event attendees).
- Offering a wide variety of hygienic F&B options tailored to group size, including: grab & go, canned & bottled beverages and plated service.
- Redesigning F&B station set-ups to maintain appropriate distancing.
- Breaks served by associates or providing pre-packaged options for guests.
- Reducing or removing non-essential items, including linens, pre-set plates, glassware and chargers, décor and other non-essential items.

## GUEST ROOMS

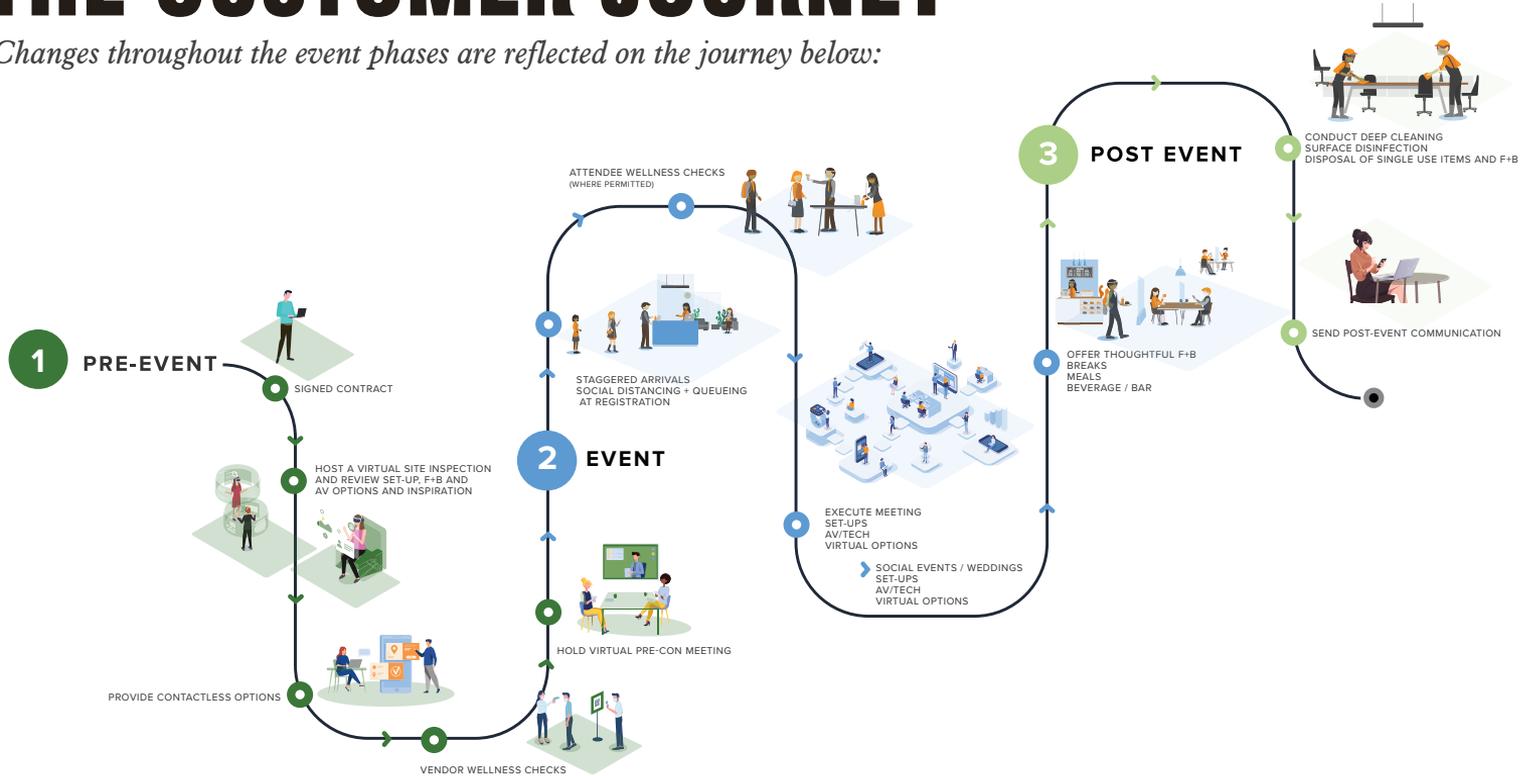
### A Sanctuary

- Deep cleaning for high-touch areas.
- Limiting in-stay housekeeping frequency to reduce contact.
- Mobile Check-In and Mobile Key (where available).
- Mobile Chat and Guest Requests via Marriott Bonvoy App (where available).
- Providing sanitization wipes for guest use.

# APPENDIX

# THE CUSTOMER JOURNEY

Changes throughout the event phases are reflected on the journey below:



# ○ BEST PRACTICE – VIRTUAL WEDDING

*With only a week to prepare, the team at the JW Marriott Marco Island Beach Resort in Florida turned a bride's simple request into an amazing experience in the midst of a global crisis.*

In May, the hotel hosted their first Live Stream Wedding.

When the bride decided to move ahead with her wedding date, the hotel's Destination Sales Executive quickly mobilized the team. The team redesigned key elements of the wedding experience to meet the couple's needs in the new normal including:

- Partnering with their on-site AV partner (PSAV) to provide streaming and recording services for 200 guests to be able to attend virtually.
- Developing a new catering package (using product already on-site) to reflect dining restrictions imposed by COVID-19.
- Adjusting the ceremony setup to both meet social distancing requirements and maximize the virtual experience for virtual guests.

The experience inspired the hotel team to develop a package that will allow them to sell and execute great turnkey virtual weddings. With a little ingenuity, the hotel team created a new wedding experience for their customer, proving that the most memorable experiences can happen at the most unexpected times.



# FOOD & BEVERAGE – SAMPLE MENU

## MORNINGBREAK

### Server Attended Station

Freshly Brewed Coffee  
Selection of Teas

### Individual Bottles

Fiat & Sparkling Water  
Bottled Juices: Cranberry, Orange,  
Apple, Grapefruit  
La Colombe Draft Iced Latte  
Flavored Iced Teas

### Individual Jars

Raspberry & Blueberry Greek Yogurt  
Parfait  
Fresh Fruit Salad  
Poppy Seed Honey Yogurt

### Individually Wrapped Cookies

Oatmeal Raisin  
Peanut Butter  
Double, Chocolate Chunk

### Chef Attended Station

Warm Cinnamon-Raisin Rolls  
Buttermilk Sugar Glaze

## LUNCH

### Server Attended Station

Kale-Minestrone Soup  
Basil Pesto

### Individually Packaged

Roasted Beet Salad, Arugula, Goat  
Cheese Vinaigrette

### Server Attended Salad Station

Cherry Tomato, Hardboiled Egg,  
Bacon, Gorgonzola, Onion, Ham,  
Turkey, Chicken

### Individually Wrapped Sandwiches

Pastrami, Thousand Island  
Chicken Parm, Provolone  
Vegan Grilled Cheese

### Chef Attended Station

Beef and Fresh Ricotta Lasagna  
Roasted Tomato Coulis  
Charred Broccolini, Lemon Zest

### Desserts In Jars

Tiramisu  
Strawberry Shortcake  
Panna Cotta

## AFTERNOON BREAK

### Server Attended Station

Freshly Brewed Coffee  
Selection of Teas

### Individual Bottles

Fiat & Sparkling Water  
Bottled Juices  
La Colombe Draft Iced Latte  
Flavored Iced Teas

### Individually Wrapped Whole Fruit

Tangerine, Bananas, Apples

### Individually Wrapped Tea Sandwiches

Ham, Aged Cheddar  
Cucumber, Cream Cheese

### Individually Wrapped Donuts

Sugar-Cinnamon, Maple Pecan,  
Chocolate Glazed, Matcha Green Tea  
Espresso

### Chef Attended Station

Individually Wrapped Mini Hotdogs  
Ketchup, Mustard

