

## InterContinental Hotels Group: Brand Experience



### Background

IHG is a global hotel company whose goal is to create 'Great Hotels Guests Love'. IHG has more guest rooms than any other hotel company in the world; more than 676,000 rooms in over 4,600 hotels across 100 countries and territories around the world.

### Need

IHG recognised that social media and in particular sites like TripAdvisor were changing the way it interacted with its guests and so it was crucial its employees had access to effective training where they could increase their expertise and capacity to use social media confidently and creatively. IHG requested our assistance to ensure the skill development was consistent, compelling and vibrant; in particular in relation to its corporate and consumer facing brands. They also asked us to help train their internal delivery team to ensure the facilitation was light, fast and relevant in style and pace.

### Our role

Working closely with the Direct Response Marketing (DRM) team, we established a clear narrative before designing an interactive workshop that was fun, engaging and accessible to a wide spectrum of employees. While technical and theoretical sessions were included, a key component of the programme was the creation of a virtual game that simulated the skills required in an insightful yet enjoyable manner. In order to make the content accessible the one day workshop was split into four sessions:

- Listen - what is social media all about?
- Respond - managing social media
- Engage - a social media game
- Commit - social media planning

### Outcome

Over 10 months the workshop was delivered across the entire European business. Following a successful campaign, it is now a core element of a global training programme around social media. In that short time just over 300 participants have attended a session, taking the learnings back to their hotels. By the middle of 2013 we will be able to assess whether the workshop has helped to deliver these key objectives:

- Larger revenue opportunities
- Increased guest satisfaction
- Retention and attraction of talent
- Increased IHG awareness

'We've been really pleased with the overall feedback for the workshops. The content and the engagement we've achieved has more than delivered against most participant's expectations, and we've learnt a lot as a team from the experience as well'

Eva Mwangi  
Channel Integration Manager  
IHG Europe

