

Pre opening campaign - new build

Timeline		-24 weeks	-23 weeks	-22 weeks	-21 weeks	-20 weeks	-19 weeks	-18 weeks	-17 weeks	-16 weeks	-15 weeks	-14 weeks	-13 weeks	-12 weeks	-11 weeks	-10 weeks	-9 weeks	-8 weeks	-7 weeks	-6 weeks	-5 weeks	-4 weeks	-3 weeks	-2 weeks	-1 weeks	Opening	Week 1	Week 2	Week 3	Week 4
Foundation	Comment																													
Appointment																														
Audience mapping and fact finding																														
Media list creation																														
Media training spokespeople																														
Establish press office																														
Draft core materials, English and Arabic																														
Typical pre-opening campaign, 3 - 6 months ahead of opening																														
Frequently asked questions																														
Property coming announcement																														
GM appointed press release																														
Media hard hat tour of construction site, if applicable																														
Construction milestone press release																														
Senior executive appointment press release																														
Additional facilities announced press release																														
Design features press release / feature																														
Opening date announced press release																														
Property on sale + special deals release																														
Announce special deals for trade press release																														
Soft opening press release																														
Media preview - invite local media																														
Opening ceremony - media event organisation support																														
F&B - additional announcement release																														
Run knowledge based competitions in trade media																														
Official opening of F&B outlets - events/releases																														
Fam trips*																														
Owner profiling / interviews	Owner to confirm																													
Core press office materials																														
Hotel factsheet/brochure																														
GM biography, English and Chinese																														
Location factsheet English and Chinese																														
High resolution photography (1mb)																														
• GM																														
• Hotel exterior																														
• Interior: lobby, F&B venue, rooms																														
Hotel renderings (high resolution)																														

* Depending on available budget and as appropriate to the hotel

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Foundation	Comment	Hours	Fees (CNY)
Audience mapping and fact finding	Workshop and research	10	
Media list creation		3	
Media training of spokespeople	half day workshop		
Establish press office		-	
Draft core materials, english and Arabic	2 factsheets, GM biog, editing web copy etc.	18	
Typical pre-opening campaign, 3 - 6 months ahead of opening			
	Comment		
Frequently asked questions		4	
Property coming announcement		6	
GM appointed press release		6	
Media hard hat tour of construction siter, if applicable		10	
Construction milestone	Per release	6	
Senior executive appointment		6	
Additional facilities announced		6	
Design features		6	
Opening date announced		6	
Property on sale + special deals		6	
Announce special deals for trade		6	
Soft opening		6	
Media preview		15	
Opening ceremony		25	
F&B - additional announcement		6	
Official opening of F&B outlet - invite media, manage RSVPs, press release		10	
Knowledge based competitions in trade media	Cost depending on media outlet		
Fam trips*			
Owner profiling (organising interviews, briefing documents, interview support)	Depending on availability	8 - 10	
Total			-

Not included:

Adding additional markets / keywords to corporate media monitoring
 Costs/expenses associated with media fam traps or events
 Advertorial for competitions in trade media
 Travel
 Any photography or design work

* Depending on available budget and as appropriate to the hotel