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EXPERT ADVICE

Meeting @  
NOVOTEL

An aerial night view of a city skyline, likely Toronto, with numerous illuminated skyscrapers and buildings. The scene is dominated by blue and white light from the city lights, with some warmer orange and red lights from streetlights and building interiors. The text "A NEW DIMENSION FOR YOUR MEETINGS" is overlaid in white, sans-serif font in the upper left quadrant.

A NEW DIMENSION  
FOR YOUR MEETINGS



Whatever the nature of any meeting you're organising, you can optimise the chances of its success by taking advantage of the Novotel network.

Our years of experience mean that we can offer a combination of faultless organisation, the highest-technology equipment available and wide-ranging expert advice. We'll listen to your personal requirements and our teams will work together with a single aim: to guarantee the success of your meeting while introducing you to a world of work where innovation and technology know no bounds.

From New York to Budapest, from London to Hong Kong, you can be sure that there will always be a Novotel venue for your meetings. So when you travel you can rest assured that the Meeting@NOVOTEL name – and full meeting support – is travelling with you.

Meeting @  
NOVOTEL



# A NEW DIMENSION FOR YOUR MEETINGS

## WHEREVER YOU NEED TO BE



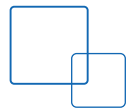
In the world's major cities, in recognised commercial hubs, in city centres or business parks, near airports or even in leisure centres, Novotel can always offer meeting rooms to suit you and your team. Our state-of-the-art facilities are there for you to make the most of, along with the professional advice we guarantee and services to meet all your requirements.

**Meeting @NOVOTEL OFFERS CONSISTENT QUALITY THROUGHOUT THE WORLD:**

- CLEAR AND STRONG COMMITMENTS RESPECTED BY ALL OUR HOTELS
- OVER 400 HOTELS IN 56 COUNTRIES
  
- OVER 2 000 MEETING ROOMS WORLDWIDE



## ALWAYS AT YOUR SERVICE

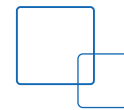


To help you organise your meeting, Novotel has developed and perfected a simple-to-use online search tool. By logging on to [www.novotel.com/meetings](http://www.novotel.com/meetings) you can display up-to-the-minute availability at all Novotel's hotels throughout the world.

- CHECK ON VENUE AVAILABILITY IN REAL TIME
- MULTI-CRITERIA SEARCH ENGINE AND FULL INFORMATION ON EACH HOTEL'S SERVICES, WITH PHOTOS
- ONLINE MANAGEMENT OF REQUESTS FOR ESTIMATES
- ENQUIRIES ACKNOWLEDGED ON THE SAME BUSINESS DAY AND FULL DETAILED PROPOSAL SENT WITHIN 24 HOURS



## EVERY DETAIL TAKEN CARE OF



Novotel has designed each of its meeting rooms to suit a variety of needs and has incorporated the latest technological innovations and equipment, all checked prior to your arrival.

WHENEVER YOU USE **meeting@NOVOTEL**, YOUR PACKAGE WILL INCLUDE:

- A FLIPCHART EASEL WITH NOTEPAD, PENCILS AND MINERAL WATER
- A DATA PROJECTOR
- A CENTRAL CONTROL PANEL TO REGULATE LIGHTING, AIR CONDITIONING, SCREEN AND CURTAINS\*
- HIGH-SPEED INTERNET ACCESS IN ALL OUR MEETING ROOMS

\*upon availability in the hotels.

# MEETING PERFORMANCE BY NOVOTEL





At Novotel, we know that a successful meeting is measured by how well your objectives are achieved. With this in mind, we ensure we adapt to all your requirements to offer you a made-to-measure service. Our priority is to deliver a world of relaxation and well-being, to enable you to work and think, and to stimulate your delegates' imaginations.

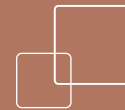
Our team is at your disposal during your planning and throughout your time in the hotel. Please make the most of our expertise, advice and unparalleled service at any time.

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# MEETING PERFORMANCE BY NOVOTEL

COMMITTED TO YOU  
EVERY STEP OF THE WAY



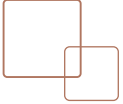
Whatever the purpose of your meeting and however many people may be involved, Novotel offers you an entirely bespoke service.

Our **Meeting@NOVOTEL** team are trained to the highest industry standards to ensure you receive a truly tailor-made experience – before, during and after your meeting. Your dedicated event coordinator will consider all your requirements and also deal with the unexpected (late-comers, delays, changes in equipment or meal schedules, etc.) and watch your budget. As a true business ‘partner’, **Meeting@NOVOTEL** will also guarantee quality follow-up and help map out your forthcoming events.

- CUSTOM-PLANNED MEETINGS TO HELP YOU ACHIEVE YOUR GOAL: WHETHER TEAM-BUILDING, NEW CONCEPT DEVELOPMENT, PRODUCT PRESENTATION, OR CELEBRATING SUCCESS
- PERSONALISED ADVICE AND ASSISTANCE, THE KEYS TO SUCCESSFUL EVENT PLANNING



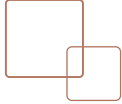
## SOLUTIONS AS INDIVIDUAL AS YOUR BUSINESS

 A meeting at Novotel is like no other, because it is devised with your expectations, your objectives and your audience in mind. Pace, atmosphere, the arrangement of the room, break solutions, group activities – Novotel has the knowledge and skills to offer the best advice and make your meeting an unqualified success.

- FLEXIBLE CATERING SOLUTIONS
- FLEXIBLE MEETING ROOMS
- DAILY REVIEW OF YOUR BUDGET
- POST-EVENT QUALITY CONTROL DEBRIEFING
  
- A DEDICATED CO-ORDINATOR FOR THE ENTIRE EVENT



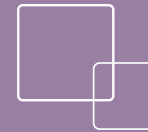
## THE IMPORTANCE OF WELL-BEING TO YOUR EFFICIENCY

 For maximum efficiency and success of your working sessions, **meeting@NOVOTEL** takes the comfort of all those attending very seriously. With the well-being of each and every attendee in mind, we offer the following at our meeting venues:

- MODERN, ERGONOMICALLY DESIGNED FURNITURE
- INVENTIVE AND INVIGORATING BREAKS
- VARIED, BALANCED MEALS
- BRIGHT, SPACIOUS BEDROOMS DESIGNED TO BE LIVED IN
- SWIMMING POOLS, FITNESS CENTRES AND SPAS
- SUGGESTIONS REGARDING ACTIVITIES CLOSE TO THE HOTEL

# NOVOTEL TIPS





In addition, Novotel has drawn up a series of guidelines that you can download from our website, and deploy to optimise the effectiveness of your time spent with us.

**We have identified four categories into which the vast majority of meetings fall:**

### **BRAINRAIN MEETING**

The right conditions to allow your **training** to succeed.

### **GO TEAM! MEETING**

The environment and the atmosphere to unite your **team**.

### **SHOW AND TELL MEETING**

For **presentations** that really convince your audience.

### **MINDSHARE MEETING**

A group dynamic perfect for **brainstorming** and creativity.

Meeting @  
**NOVOTEL**



## BRAINTRAIN MEETING



Most companies need a venue to hold training sessions on a regular basis for their staff or, in the case of training organisations, for their clients.

### Typical aims are:

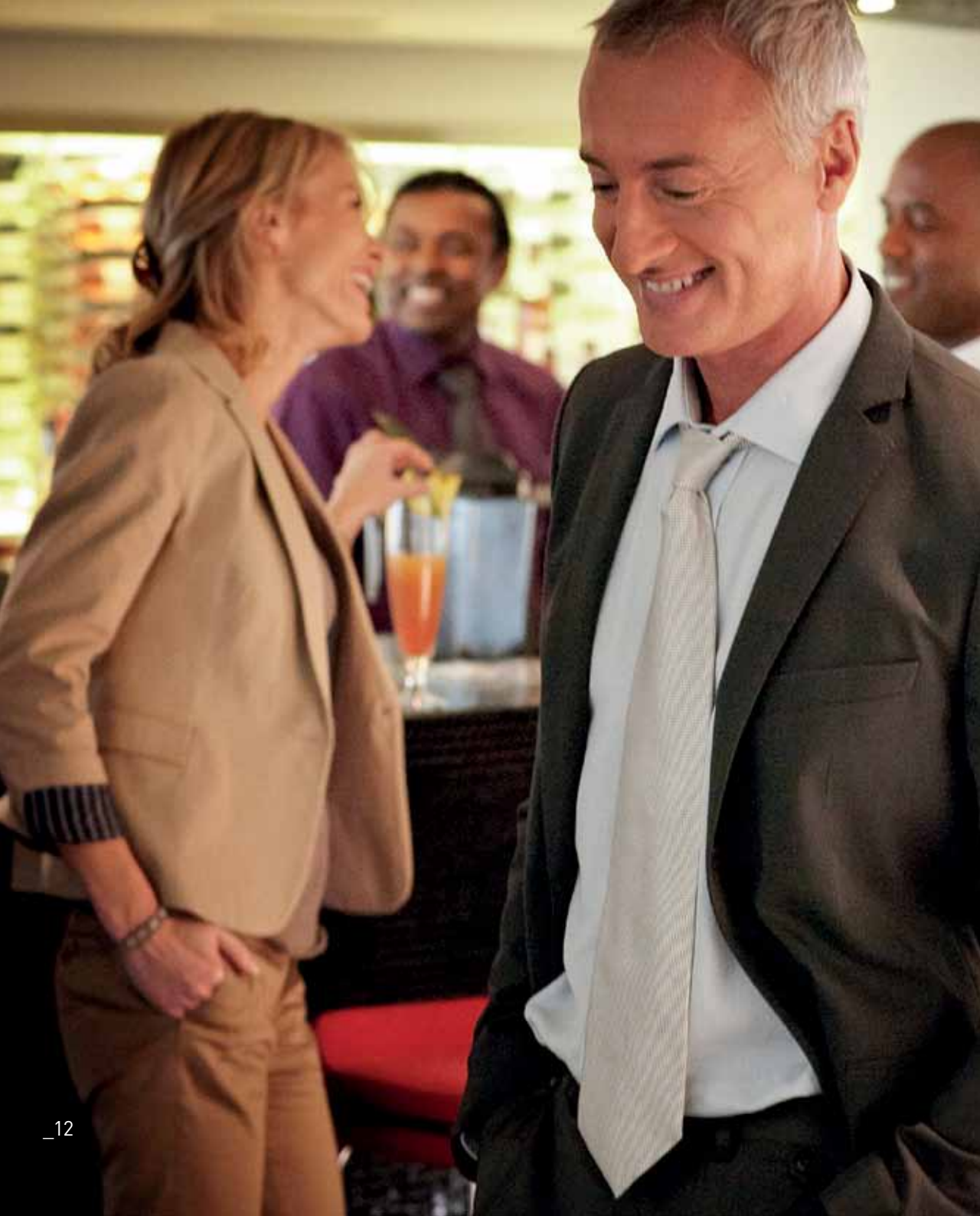
- to achieve the educational goals of the training course
- to give participants the desire to put into action what they have learned
- to stimulate discussion and encourage networking



## TAKE OUR ADVICE:

**The success of a training course largely depends on how well everyone interacts with each other and connects with the course itself. We recommend that you anticipate as much as possible what the trainer's 'logistical' needs will be so that he/she can concentrate on the training course content and on interacting with the participants.**

- **To bring participants closer together**, choose a "U"-shaped setup, where the trainer can be in the middle, to encourage discussion and interaction. However, other configurations are possible, such as having no tables in the meeting room if you want to organise role-playing exercises. Lastly, for working in small groups, plan to use additional small meeting rooms so participants can focus on their task better.
- **Set the pace**: organise short breaks between work sessions, particularly after lunch, to let participants stretch their legs and clear their minds. Everyone will dive back in with renewed energy and keener focus. To help sharpen concentration, meals should be on the light side, with a walk afterwards to aid digestion.
- **Optimise how the meeting is conducted**: ask the training instructor for a list of specific requirements including room set-up, times of meals and breaks, equipment needed, audiovisual set-up, number of meeting rooms, so that everything can be geared towards promoting a good learning experience.



## GO TEAM! MEETING



As a manager, you probably bring your team together regularly to hold meetings outside your usual setting, or to review and assess the team's track record, its objectives, results, successes and failures.

### Typical aims are:

- to re-motivate your team by setting new objectives
- to reinforce their feelings of being part of the company
- to air problems and find the right solutions by discussing them with all the participants
- to clarify how the company works and establishing a roadmap on which participants can base their work



## TAKE OUR ADVICE:

**To work together as a group, each person has to feel comfortable in order to feel they can speak freely. We therefore recommend that you create a casual atmosphere that encourages sharing and constructive discussions.**

- **To bring participants closer together**, choose a “U”-shaped or rectangular set-up so everyone can see each other.
- **To encourage bonding among the participants**, plan a group activity to kick off the afternoon session or to end the day’s work. Whether cultural or sports-related, it will be time well spent as it will help solidify the team. Similarly, plan to alternate work sessions with breaks so that participants can relax and socialise amongst themselves.
- **Optimise conversation during meals**: cultivate togetherness by arranging to have meals supplied in the meeting room if you want to save time to be able to do something afterwards; or organise your meals in the restaurant to promote conviviality in a more family-like atmosphere.



## SHOW AND TELL MEETING



Presenting new products or new services to your clients, your distribution network, or a network of opinion leaders, is a regular necessity for many companies. You may want to share your company's results with your shareholders and get them to sign off your strategy. Maybe you need to inform the members of an association about actions that have been carried out and the results they achieved.

### Typical aims are:

- to test the relevance of your project
- to court your clients, convince your distributors, and get your shareholders to agree with your plans for the company and decide on a roadmap to base future actions on



## TAKE OUR ADVICE:

**To convince your audience to sign off a particular project, speak in a fairly formal tone in order to convey a maximum degree of professionalism. Take care with both the form and the content of your message as participants will take all these elements into account in their overall perception of the event.**

- **To optimise a product presentation**, choose a theatre configuration, or perhaps a “U”-shaped set-up with a dais for the speakers so that they can be clearly seen by all. If there is to be a very large audience, have a public address system set up in the room.
- **To show off your project to its best**, decorate the meeting room with your company’s or association’s colours or posters, banners or other materials that will enliven the proceedings.
- **Welcome your guests**: have hot and cold drinks available to serve. Opt for a traditional meal in a private banquet room or a cocktail-type affair with buffet to close your meeting with a tasty flourish. Similarly, a nice touch is to present guests with a small gift at the end of the meeting as a way of thanking them and leaving them with a positive image of your company.



# MINDSHARE MEETING



The format when you're looking for strong, innovative ideas to launch new products or new services, improve your current offering, dream up new ways to operate, or develop a new action plans with your team.

## Typical aims are:

- to collect as many ideas as possible by bringing your team together in a relaxed setting
- to optimise discussion in order to drive your company's projects forward
- to create a convivial atmosphere so everyone feels they can speak openly and freely



## TAKE OUR ADVICE:

To unleash each participant's imagination, we recommend you 'accessorise' the classic meeting environment by adding convivial touches in order to create a group dynamic favourable to discussion and inspiration.

- **To facilitate discussion**, choose a set-up for the meeting room that allows better interaction between participants. Have round tables instead of a u-shaped set-up or theatre configuration, for example.
- **To maximise creativity**, have one flipchart per table. Provide plenty of Post-It notes for participants to jot down ideas.
- **To energize the meeting**, plan breaks between working sessions. After lunch, for example, organize a mini-putting competition or a video-game challenge. Both are good ways to boost the spirit of competition among the participants.
- **To ensure everyone enjoys the most comfortable working conditions**, ask that drinks and snacks be available at all times in the meeting room so people can have refreshments when they want. Similarly, rather than a traditional lunch at the restaurant, serve food and drinks outside on the terrace or near the meeting venue; this will give participants a chance to talk among themselves and exchange ideas in a more relaxed setting.



# CHECKLIST

**The success of a meeting essentially depends on how well prepared it is.**

**You have to anticipate everything so that you can concentrate on the business at hand during the meeting itself. Novotel, experts in meeting organisation, offers you the following checklist: an indispensable tool to help make your meeting a total success.**

**Before booking the hotel, we strongly recommend**

**That you answer the following questions: Things to decide:**

- What is the ultimate purpose of this meeting?
- What are your objectives?
- Who will attend? Do these participants know each other?
- What are their expectations?
- Do you already have an agenda in mind?
- What type of meeting is it:
  - brainstorming?
  - a working meeting?
  - a team meeting?
  - a new product presentation for clients?
- The dates and times of the meeting, with several alternatives if possible.
- The place where the meeting will be held, taking into account how easy it is to get to, transportation possibilities, parking, etc.
- The number of participants.
- The number, the size and the configuration of the meeting rooms.
- The IT equipment, the audiovisual equipment, and the connections you will need.
- The number and the types of rooms necessary for each day.
- Your needs in terms of meals and catering (breaks, lunches, dinners, cocktails).

**Consult the Novotel meeting guidelines and see our recommendations for the type of event you're planning.**

- Possible other activities (sports, cultural, etc.) to offer participants and the logistics involved (special equipment or clothes, transportation from the hotel to the venue of the activity, etc.).
- Who'll be the person in charge if you're not present yourself?
- Your budget.

**Now you're ready to book your hotel and all the services you'll need.**

### **Before the big day, don't forget to:**

- confirm and update your reservation (meeting room, guestrooms, meals and catering, etc.).
- specify your billing terms: name of the entity to bill, how the bill will be settled (on site, on reception of the bill), the services to be included and the services to be charged to individual participants (restaurant, accommodation, rental of the rooms, the breaks, and extras (bar, telephone/fax, parking, photocopies, activities)).
- confirm the list of participants as well as the number (total number, number by day / by room, if necessary).
- specify the signage for the meeting rooms.
- send a list of the names of participants staying at the hotel.
- choose the menus (specify if any participants have special dietary needs).
- set the meeting agenda. send the agenda to the participants.
- send participants relevant practical information (hotel address and contact details, directions to the hotel, parking availability, times, name of the meeting room, equipment that will be available for presentations, etc.).
- prepare the materials you will need for the meeting (files on the discussion topics, presentation aids (laptop, USB key, CDs, DVDs, brochures, products for demonstration, boards, etc.), printouts of the agenda, the name of your contact at the hotel, the list and contact details of the participants, etc;).
- You can also have all materials needed for the meeting delivered to the hotel 48 hours in advance – just make sure you inform the hotel that you wish to do this.

### **During the event:**

- Let your Novotel coordinator handle all the practical aspects of your meeting.
- Focus on the objectives you want to meet and enjoy your event to the fullest.

### **After the event, we strongly suggest that you:**

- meet with your Novotel co-ordinator to evaluate the event.
- fill out the evaluation form.
- double-check the bills.
- pay the bills for services and suppliers.
- thank the participants and/or speakers.
- send participants the minutes or a review of the meeting.
- take notes to use in organising your next meeting.



## Meeting @ NOVOTEL

Book your meetings online at [novotel.com/meetings](http://novotel.com/meetings)  
or at [accorhotels.com/meetings](http://accorhotels.com/meetings)

This tool offers great benefits such as:

- Easy access to the Novotel worldwide network
- Instant meeting availability at more than 400 Novotels worldwide
- Online management of your personal account
- Guaranteed 24-hour response to your enquiries

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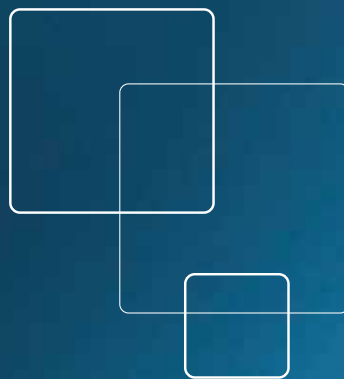
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