

1. DOT 2.0 TOOLKIT

- Dynamic advertising templates
- Press Release templates
- Food & Beverage templates
- Sales and Marketing collateral
- In-room Collateral
- Social Media resources and campaign assets
- Social Media training webinars and guides
- Pre/post confirmation email updates
- Logos
- Photography Libraries (both brand and property)
- Brand Guidelines
- Brand Campaign Resources (Cookie Care, Ad Campaign)
- eStore Promotional Items

YOUR MEDIA RESOURCE DOT 2.0

2. PUBLIC RELATIONS

- DOT 2.0**
- Review resources, support and templates under Public Relations
 - Familiarize yourself with templates and guidelines like “Filming on Property”
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- HILTON GLOBAL MEDIA CENTER**
- Submit all press releases to Brand PR for approval and promotion
 - Review your property profile
 - Update any necessary info / images by typing “cookie” to access back of house options
 - Use your customized property URL in releases and other communications (ex. news.doubletree.com/queenstown)
 - Submit all third party filming/photography requests for brand approval
 - Sign up for PR News Network
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- ADDITIONAL SUPPORT**
- Tools including press release templates are available on the DOT on OnQ Insider
 - If a reputational issue arises, your BPS director is your primary brand contact and will elevate to Brand PR if applicable

3. SOCIAL MEDIA

- SOCIAL CHANNELS FOR YOUR HOTEL – GETTING STARTED**
- Register all hotel social channels and identify your Social Media Champion via the Social Media Registration Form found on DOT 2.0
 - Register for HWU Expion Training Course to get started
 - Review the social media one sheets and how to guides as well as the recorded trainings on DOT.
 - For all questions or issues related to your hotel pages, email eCommerceSocialMedia@hilton.com



4. ONLINE MARKETING

1. Maintain relationship with your property’s eCommerce manager to put your hotel in the best position for online success.
2. Ensure all of your unique selling points are included on your Global Web property page. Work with your eCommerce manager to add and optimize content where necessary.
3. Ensure your property has sufficient inventory stacked behind our major system-wide and brand offers.

Offer	2X Points	Bed & Breakfast	Celebration	Family Fun	Breakfast & Wi-Fi	Leisure Escapes (if Resort)
SRP Name	HPDPT1	DLL	ROM (Americas) LDTROM (all other countries)	PBFFP1	PGBWF1	RPTVS1

4. Promotion Submission:
 - Social Media** – Submit your offer to be considered for publication on the brand channels via the Promotion Submission form in DOT 2.0.
 - Email and contact** your eCommerce manager to submit your offer.
5. Review your website photo gallery to make sure your photos and captions are up to date. Reference the brand photography guidelines in DOT 2.0 when conducting a property photo shoot.
6. Ensure your PIM profile/data is up to date and accurate with current M&E information such as meeting space, square footage, amenities and hotel information.
7. Review our travel ideas pages and see if your hotel matches up with some of our top ideas like golf, spa and more. <http://doubletree3.hilton.com/en/about/travelideas/index.html>



5. MISCELLANEOUS

- Review requirements for adding property-specific messages to Message On Hold
- Review requirements for adding property-specific video content to in-room TV reel



6. DOUBLETREE BRAND TEAM CONTACT INFORMATION

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