



**InterContinental Hotels Group – Holiday Inn Brand
Years of Service and “People Notice” Pins
Distributor: Davene Inc.**

The InterContinental Hotels Group, and the Holiday Inn division specifically, were commissioned the task of recognizing employees locally - at hotel locations - in both company owned/managed facilities and franchise locations, and well as to maximize employee “ownership” of the Holiday Inn brand and strengthen the Holiday Inn legacy of being the best industry hotel chain.

Through its Distributor, Dion worked with Holiday Inn to refresh its years of service program. Dion also produced a complementary recognition program called “People Notice” - a new “on the spot” employee recognition initiative. The years of service award recognized years 1–50 in an effort to contribute to employee retention and foster employee “ownership” of the Holiday Inn Brand. The People Notice Program awarded an employee who clearly demonstrated the Constant Caring Friend philosophy and received a nomination from hotel guests via a comment card. The employee received a ribbon with a Star lapel pin that attached to their name badge.

Dion contributed a number of design recommendations for both programs to satisfy the unit cost and total investment envisioned by Holiday Inn and their budget conscious franchise locations. The program proved to be a resounding success. Extensive communication and recognition training maximized the impact of both programs. Employee satisfaction surveys indicate positive trends in retention and employee morale.