North & Central America

FREQUENTLY ASKED QUESTIONS

V3 - December 17, 2019
# Contents

1. **ALL – ACCOR LIVE LIMITLESS** .......................................................... 3  
2. **ENROLLMENT** .................................................................................. 3  
3. **COST TO HOTELS** ........................................................................... 5  
4. **POINTS ACCRUAL & ELIGIBILITY** ............................................... 5  
5. **BOOKING** ....................................................................................... 9  
6. **MEETING PLANNER MEMBER ACCOUNT** ................................... 10  
7. **REDEMPTION** ............................................................................... 11  
8. **COLLATERAL AND COMMUNICATION** ..................................... 12  
9. **MISCELENEOUS** ............................................................................ 13
1. ALL – ACCOR LIVE LIMITLESS

Q 1. WHAT IS ACCOR LIVE LIMITLESS?
Accor Live Limitless (ALL) is the new lifestyle loyalty program of Accor. It replaces Le Club AccorHotels.

Q 2. WHERE CAN I FIND INFORMATION ABOUT ALL?
We encourage you to turn to your property ALL Star as they are the program experts closest to you. You may also visit the website, all.accor.com and the ALL Campus (internal use only) where you will be able to take modules on different aspects of the program and test your knowledge.

Q 3. WITH ALL LAUNCHING, WILL THE MEETING PLANNER PROGRAM CHANGE?
There will be no change to the existing program, but there will be a new logo incorporating ALL.

2. ENROLLMENT

Q 4. WHO SHOULD ENROLL INTO MEETING PLANNER?
Professionals responsible for booking meetings or events.

Q 5. WHAT IS THE DEFINITION OF A PROFESSIONAL?
“Meeting Organizers” are individuals responsible for organizing meetings, conferences or professional events on behalf of the firm or association that employees them, or on behalf of events agencies, professional third party organizers or “venue finders”, and any other individual who within a professional capacity may be called upon to organize a meeting, conference or other professional events.

Q 6. HOW CAN I ENROLL A CLIENT WHO IS NOT YET AN ALL MEMBER?
You may enroll a client into ALL and Meeting Planner at once in HotelLink. We are also working on creating a light enrollment form online which will enable a potential Meeting Planner to declare they would like to join the program, more to come.

Q 7. HOW CAN I ENROLL AN ALL MEMBER INTO THE MEETING PLANNER PROGRAM?
If your client is already a member of ALL, you may redirect them to the online form https://all.accor.com/authentication/index.en.shtml#/register?context=meeting-planner. There is currently no way to enroll an ALL member into Meeting Planner in HotelLink. Unfortunately, these enrollments will not be attributed to the hotel.
Q 8. **WHEN IS THE LATEST A CLIENT CAN JOIN MEETING PLANNER TO ACCRUE POINTS ON AN EVENT?**

Our guideline is to enroll the client into Meeting Planner at the time when the contract is signed to be able to forecast the cost impact of points. However, the program’s terms and conditions authorize a client to join the program by the end of an event to enable them to accrue points on said event.

Q 9. **WILL THE MEMBER RECEIVE AN ALL CARD AFTER ENROLLING TO ALL MEETING PLANNER?**

Yes. If the client is not a member of ALL yet, they will receive one digital card for both loyalty programs (ALL and ALL Meeting Planner). However, if the client is already a member of ALL, they will not receive a new card. There is only one card for both programs. They may request for a physical card to be sent to them in their online personal space.

Q 10. **IF THE MEMBER JOINS ALL MEETING PLANNER DURING AN EVENT OR MEETING, CAN THEY TAKE ADVANTAGE OF THE MEMBERSHIP’S BENEFITS RIGHT AWAY?**

If they join the offer before the event finishes, they are eligible for the offer and can earn points once their first event is fully paid. However, the program benefits cannot be applied retroactively for events that have already transpired.

Q 11. **CAN A COMPANY BECOME A MEMBER OF ALL MEETING PLANNER?**

No, ALL Meeting Planner does not currently have a company membership option. Meeting Planner is for individual members only. However, a company can have all of their staff quote one member’s number when making events booking and accumulate all of their company’s Meeting Planner points on one individual membership.

Q 12. **HOW LONG IS AN ALL MEETING PLANNER MEMBERSHIP VALID FOR?**

Membership is valid for two years. Members will receive an email as the expiry date approaches to offer them to renew.

Q 13. **IS THERE AN INCENTIVE FOR MEETING PLANNER ENROLLMENTS?**

There is currently no incentive for Meeting Planner enrollments but we are trying to build a regional incentive for the Meeting Planner offer use. More details will be shared shortly.
3. COST TO HOTELS

Q 1. WHAT IS THE COST OF MEETING PLANNER POINTS TO THE HOTEL?
Meeting Planner points cost the hotel only 0.02€ per point (or 1% of the total event revenue). For example, a business event totaling 8,000€ earns the member 4,000 Meeting Planner points and costs the hotel 80€ (i.e. 1% of 8,000€).

4. POINTS ACCRUAL & ELIGIBILITY

Q 2. IS ANYONE ELIGIBLE FOR THE ALL MEETING PLANNER OFFER IF THEY ORGANIZE AN EVENT OR MEETING?
Private individuals are not eligible for the offer. The offer is available to professionals only. Professionals are defined as individuals responsible for organizing meetings (meeting planners and executive personal assistants, for example), conference and event organizers, MICE agencies, professional third-party organizers, venue finders etc.

Q 3. WHAT IS THE DEFINITION OF A PROFESSIONAL?
A professional is anyone who books meetings or events as an occupation or hold such position within a company.

Q 4. CAN A MEETING PLANNER AND GROUP ATTENDEE BOTH EARN POINTS?
In some situations, yes. There are essentially three situations that could occur:
1. If the meeting organizer pays for all eligible expenses (accommodation, eligible incidentals, meeting room and F&B banquet) then attendees will not receive points.
2. If the attendee settles eligible incidentals, then they will earn points on the incidentals while the meeting organizer will earn points on accommodation, meeting room rental and banquet F&B.
3. If the attendee settles everything, then the attendee will earn points on everything and the meeting organizer will earn points on accommodation and the meeting room rental. This is called “double dipping” as both the meeting organizer and attendee are earning points on eligible charges.

Q 5. WHO BENEFITS FROM ALL AND/OR ALL MEETING PLANNER POINTS RELATED TO AN EVENT OR MEETING?
Event participants who stay at the hotel and are ALL members are authorized to earn ALL points based on their invoice. ALL Meeting Planner points are credited to the account of the contract signatory. If the contract signatory decides not to take advantage of their points, those points can be credited to the account of another Meeting Planner member involved in the organization, if this is requested upon booking. If two members eligible for the ALL Meeting Planner offer wish to benefit from the points, the hotel may divide those points equally between them, subject to approval by the contract signatory.
Q 6. WHAT SERVICES ARE ELIGIBLE FOR ALL MEETING PLANNER POINTS?

Three types of service are eligible for points:
- Accommodation linked to the event
- Room rental
- Catering linked to the event

Note: points cannot be earned for catering only.

Q 7. ARE ANY COSTS INELIGIBLE FOR ALL MEETING PLANNER POINTS?

- Sub-contracted services (equipment rental, promotional activities etc.)
- Personnel costs (extra staff, technicians etc.)
- Incidental paid directly by participants (minibar etc.)

Q 8. HOW CAN A MEMBER EARN MEETING PLANNER POINTS?

If the client is an ALL Meeting Planner member, he earns points for each professional event or meeting organized in a participating hotel. He indicates his account number upon booking, and points will be credited to his account manually by the hotel once the invoice is fully settled.

Q 9. WHAT IS THE MEETING PLANNER POINTS ACCRUAL MODEL?

For every two euros of eligible spend (i.e. accommodations, meeting room rental, F&B), the professional meeting planner earns 1 Status and 1 Reward Point.

Q 10. HOW LONG ARE ALL MEETING PLANNER POINTS VALID FOR?

Meeting Planner Points are ALL Rewards Points and are therefore valid for a 12-month period from the last point’s credit on member’s account for an event or a stay.

Q 11. CAN MEETING PLANNER MEMBERS CLAIM POINTS FOR PROFESSIONAL GROUP ACCOMMODATION BOOKINGS OR EVENT BOOKINGS RETROSPECTIVELY?

No. It is the hotel’s responsibility to confirm if the client is an existing member or to enroll them into Meeting Planner at the time of booking. However, if the client joins Meeting Planner before the event has ended, they are eligible to earn Meeting Planner points. In addition, if points were not allocated by mistake, it is the hotel’s responsibility to ensure points are credited to the member.

Q 12. CAN PROFESSIONAL CONFERENCE ORGANIZERS (PCOS) AND SITE SELECTION ORGANIZATIONS EARN MEETING PLANNER POINTS?

Yes, as long as the PCO or Site Selection is the person signing the event contract and they are a Meeting Planner member. Additionally if the contract signatory agrees in advance then the PCO or Site Selection Company can be provided the points

Q 13. DO WEDDINGS QUALIFY FOR EARNING MEETING PLANNER POINTS?

Yes, but only if the organizer is a professional Wedding Planner.
Q 14. DO PROFESSIONAL INCENTIVE GROUPS THAT USE FUNCTION ROOMS FOR MEETINGS AND HAVE MEALS AND LEISURE ACTIVITIES QUALIFY FOR EARNING MEETING PLANNER POINTS?

Yes, if the incentive group has a professional purpose and has made either a group accommodation booking (at least 8 rooms) or an event booking (at least 8 people).

Q 15. IS POINT-SPLITTING PERMITTED?

Yes. At the hotel’s discretion, points can be split evenly between a maximum of two Meeting Planner members, as long as the event contract signatory agrees.

Q 16. IS THERE A LIMIT TO THE NUMBER OF POINTS EARNED FOR A GIVEN EVENT?

No. There is no limit to the number of points a member can earn except for Fairmont Properties outside ASPAC and Swissotel Chicago where Meeting Planner points can be accrued on up to a maximum of 120,000€ (60,000 points). Important: In HotelLink the cap will not be pre-blocked, hotels must keep in mind the cap when an event is over 120,000€ to avoid paying extra fees over 1200€ (= 1% of 120,000€)

Q 17. CAN MEMBERS EARN POINTS FOR GROUP ACCOMMODATION ONLY?

Yes, points are given on groups with meetings or rooms only (for professional purposes only) as long as a minimum of 8 rooms are booked.
For example, a client may have a block of rooms booked at the hotel, but their conference or event is being held at another venue like a convention center.

Q 18. DOES THE MEETING PLANNER MEMBER HAVE TO BE STAYING IN THE HOTEL OR BE PRESENT AT THE EVENT TO QUALIFY TO EARN POINTS?

No. The member does not have to be staying in the hotel or present at the event.

Q 19. CAN ADDITIONAL POINTS BE AWARDED TO SECURE A DEAL?

Yes, you may award additional Meeting Planner points to secure a deal. Remember that points will be charged back to your property at a rate of 0.02€ per point credited. Any credit over 50,000 points should receive GM approval.

Q 20. IS THE POINTS ACRUAL DIFFERENT BASED ON THE MEMBER TIER?

No, there is no point accelerator based on statuses, all Meeting Planner members accrue Rewards Points and Status Points at the same rate, regardless of their status.
Q 21. WHEN POINTS ARE SPLIT BETWEEN CLIENT AND AGENT (OR TWO MEETING PLANNERS WITHIN THE ORGANIZATION), DOES IT HAVE TO BE 50-50?
Yes.

Q 22. DO WE NEED TO CONVERT THE MEETING VALUE INTO EUROS BEFORE CREDITING POINTS TO THE MEETING PLANNER?
No. HotelLink will prompt the total eligible amount excluding taxes in local currency, the system will then do the conversion to EUR and attribute points accordingly. For properties subject to the 60,000 points cap, keep in mind that if the event booking exceeds 120,000€ (approximately 130,000 USD), the value entered in HotelLink should be the equivalent of 120,000€ in your local currency.

Q 23. ARE ALL POINTS THE SAME AS MEETING PLANNER POINTS?
Yes, even though Meeting Planner points are not accrued the same way as ALL points, they are all credited to the same account.

Q 24. ARE MEETING PLANNER POINTS CREDITED AUTOMATICALLY?
No. Meeting Planner points need to be credited manually through HotelLink, once the invoice is fully paid, by the designated Heartist who will have the necessary Leader credentials.

Q 25. IS THERE A MINIMUM FOR MEETING ROOM RENTAL COST TO MAKE A CATERING CHARGE ELIGIBLE?
No, there is no minimum but there needs to be a meeting room rental charge if the booking is only for catering. If the booking includes accommodation, then meeting room rental is not necessary.

Q 26. ARE MEETING PLANNERS ACCRUING BOTH STATUS POINTS AND QUALIFYING NIGHTS?
No. Meeting Planners only accrue points, not qualifying nights. They will reach the program’s Elite tiers more quickly with points than they would with nights.

Q 27. WHEN ATTENDEES PAY OWN, DO THEY ACCRUE QUALIFYING NIGHTS?
Yes, as long as they pay for their own or pay for their incidentals, they will accrue both points (both Status and Rewards) and qualifying nights.

Q 28. ARE WHOLESAL GROUPS ELIGIBLE FOR MEETING PLANNER?
No, wholesale groups are not eligible for meeting planner.

Q 29. IS PSAV ELIGIBLE FOR POINTS?
No. Because PSAV is outsourced, these charges are not eligible for points.
Q 30. **IS SERVICE FEE FOR CATERING ELIGIBLE?**
No. The service fee is not eligible for points, nor are taxes.

Q 31. **ARE OUTSIDE VENDORS ELIGIBLE?**
No.

Q 32. **ARE CHARGES TO THE MASTER ACCOUNT FROM STORES OR SPAS CHARGED TO THE MASTER ACCOUNT ELIGIBLE?**
Yes, only if said store or spa is managed/operated by the hotel.

Q 33. **ARE RESORT FEES ELIGIBLE?**
No, resort fees are not eligible.

Q 34. **ARE PAID ATTRITION DAMAGES / COLLECTED CANCELLATION ELIGIBLE?**
No.

Q 35. **DOES THE MEETING PLANNER NEED TO BE THE SIGNATORY?**
No, not necessarily. The signatory will however need to endorse the legitimacy of the Meeting Planner.

Q 36. **WHEN SHOULD POINTS BE CREDITED TO THE MEETING PLANNER ACCOUNT?**
Meeting Planner points should only be credited once the invoice has been fully paid.

Q 37. **HOW SOON WILL THE MEETING PLANNER POINTS APPEAR ON THE MEMBER’S ACCOUNT?**
It can take up to 7 days for points to show on a member’s account but typically they will appear within 72 hours.

### 5. BOOKING

Q 38. **DO MEETING PLANNER MEMBERS HAVE TO MAKE THE RESERVATION OR EVENT BOOKING THEMSELVES TO QUALIFY TO EARN POINTS?**
No. The member does not have to make the booking personally. Any legitimate person authorized by the member and identified in the contract agreement can make a booking using the member’s account number and the points will still be credited to the member’s account.
Q 39. **HOW WILL I KNOW A CLIENT IS A MEETING PLANNER MEMBER?**

Our M&E sales teams should ask every client making an inquiry "Are you a ALL Meeting Planner member?" before asking any other question. A search on HotelLink or in ACDC will also show if the person is a Meeting Planner member or not.

Q 40. **CAN MEETING PLANNERS TRANSFER POINTS TO OTHER MEMBERS?**

Yes. A Meeting Planner can transfer points to a maximum of 15 other members and a maximum of 30 times per year. This transfer needs to be done by Customer Care. If the transfer is over 20,000 points, a verification code is sent via SMS.

Q 41. **IF THE MEETING PLANNER WISHES TO USE POINTS TOWARDS AN EVENT, WHEN SHOULD THEY BE PROCESSED?**

Points may be redeemed in ACDC towards the event once the event has taken place. The Meeting Planner does not need to be on property but needs to at least be on the phone when the transaction is taking place as a confirmation code will be sent to them.

Q 42. **WHAT IS THE MAXIMUM AMOUNT OF POINTS A MEETING PLANNER CAN USE FOR AN UPCOMING EVENT?**

A Meeting Planner may redeem up to 15% of an event’s value, within the limit of 1,500 EUR.

6. **MEETING PLANNER MEMBER ACCOUNT**

Q 1. **IS THE MEETING PLANNER ACCOUNT DIFFERENT FROM THE ALL ACCOUNT?**

No. The Meeting Planner membership is tied to the ALL membership umbrella.

Q 2. **HOW LONG IS AN ALL MEETING PLANNER MEMBERSHIP VALID FOR?**

Membership is valid for two years. Members receive an automated email for them to renew on expiry.

Q 3. **HOW DOES A MEETING PLANNER MEMBER RENEW THEIR MEMBERSHIP AFTER 2 YEARS?**

A Meeting Planner may renew their membership online
Q 4. **HOW SOON WILL MY CLIENT BECOME AN ALL DIAMOND MEMBER?**

Your Meeting Planner client will reach Diamond status as soon as they accrue 26,000 Status Points, in other words, once they have spent 52,000 EUR (approx. 57,000 USD) on events (less if they also stay on eligible rates in our properties as ALL members).

Q 5. **HOW CAN A MEMBER FIND OUT THE BALANCE OF THEIR ALL MEETING PLANNER POINTS AND VIEW THEIR ACCOUNT HISTORY?**

All they need is to log onto their personal account on [all.accor.com](http://all.accor.com) and access the « My points history » tab. They can then review all the points that were earned or redeemed.

Q 6. **WHEN DO MEETING PLANNER POINTS EXPIRE?**

Meeting Planner Points are ALL Rewards Points and are therefore valid for a 12-month period from the last point’s credit on member’s account for an event or a stay.

**7. REDEMPTION**

Q 1. **WHAT OPTIONS DO MEETING PLANNERS HAVE TO REDEEM THEIR REWARDS POINTS?**

Meeting Planners are able to redeem their points like any other ALL member (personal stay, Limitless Experiences, shopping on La Collection, partners…) as well as for a future event or to benefit another member (points transfer).

Q 2. **WHAT CHARITIES CAN MEETING PLANNERS DONATE THEIR POINTS TO?**

Currently, ALL members, including Meeting Planners can donate their points to Solidarity Accor. We are looking to make this option evolve by partnering with charities that would be more locally relevant for your clients, more to come.

Q 3. **CAN POINTS ACCRUED ON A GIVEN EVENT BE REDEEMED TOWARDS THAT SAME EVENT?**

No. Points are only credited onto the member’s account once the event is paid in full. Points will go towards a future event therefore fulfilling the program’s role to create repeat business.
Q 4. **MY CLIENT IS NOT ENTITLED TO REDEEM POINTS FOR PERSONAL BENEFITS, WHAT OTHER OPTIONS ARE THERE?**

Meeting Planner members can:
- redeem their points towards goods found on our e-store which they can gift to attendees
- donate to charity with Solidarity Accor
- transfer to another member (with the limit of 15 beneficiaries and 30 transfers per year)

Q 5. **CAN MEETING PLANNERS REDEEM POINTS TOWARDS AN EVENT?**

Yes. A Meeting Planner can redeem up to 15% of the cost of the total event in points to a maximum of 1,500€.

Q 6. **WHEN A MEETING PLANNER USES POINTS FOR AN EVENT, HOW IS THE HOTEL REIMBURSED?**

The hotel is reimbursed based on the Occupancy Rate recorded during the dates the event. If the Occupancy Rate during any of the nights was greater than or equal to 95%, the full value burnt will be reimbursed.

8. **COLLATERAL AND COMMUNICATION**

Q 1. **WILL THERE BE A SIGN UP PROMO TO ENCOURAGE MEETING PLANNERS TO JOIN THE PROGRAM?**

There will be promotions run by corporate which will represent the perfect opportunity for new Meeting Planners to join and book an upcoming event. You will be notified when these will be brought to market. As a complement, when central offers are not running you can implement your own sign up promo, simply remember that you will be charged back for any credited Meeting Planner point (1 point = 0.02 EUR).

Q 2. **WILL THE STANDARD GROUP CONTRACT BE ADAPTED TO INCLUDE A MEETING PLANNER CLAUSE AND MEETING PLANNER NUMBER?**

Yes.
Q 3. HOW CAN I INCLUDE MEETING PLANNER TO A CONTRACT?

Here is an example of how to include the Meeting Planner component to your contract:

<<<Contact>>> (“Contact”), as the Meeting Planner for this event is eligible to earn ALL (Accor Live Limitless) points for a qualifying Group. Full details and rules regarding the program are available by calling the ALL Customer Service Center at 1-877-856-1465 in the North & Central America Region or by visiting www.all.accor.com. Only the meeting planner who is specifically named in the event contract will be eligible for the Loyalty program. In this case, Contact will earn one ALL point for every 2 Euros Spent (approximately $2.22 USD/$2.95 CAD). Eligible revenue will include accommodation, event related food & beverage and meeting/event space rental charges. The specified Meeting Planner may also evenly split the earned points with another ALL Member by advising your Sales Representative or Event Services Manager prior to the conclusion of the Event.

Q 4. CAN WE CREATE A POINTS BASED PROMOTION AT THE HOTEL LEVEL?

Yes you can. Always keep in mind points will be charged back to the property at the rate of 0.02 EUR per point credited. Always reach out to your corporate contacts before going out with any offer as there may be a central Meeting Planner offer running, at no cost to your hotel.

Q 5. WHAT COLLATERAL CAN I SHARE WITH MY CLIENTS?

The corporate loyalty marketing team has worked on a Meeting Planner brochure which will be shared soon.

9. MISCELENEOUS

Q 1. WHERE CAN I FIND TRAINING MATERIALS FOR MY TEAM ABOUT THE MEETING PLANNER PROGRAM?

Encourage your team to take the Meeting Planner module on the ALL Campus, accessible here. In addition, you may share with them the Meeting Planner webex training session material and its recording.
Q 2. IS MEETING PLANNER REPLACING RESPLUS?

No. Meeting Planner and resplus will remain two separate programs, however starting January 1st, 2020, resplus members will no longer be able to earn group points through the program. If members wish to earn points for their group/meeting events, they will have to enroll in the Meeting Planner Program.

Q 3. HOW DOES THE ALL MEETING PLANNER PROGRAM COMPARE TO THE COMPETITION?

Comparison to the competition

<table>
<thead>
<tr>
<th>#brands</th>
<th>Countries</th>
<th>Earning cap</th>
<th>Points Transfer</th>
<th>Exceptions</th>
<th>Burn in meetings / cap</th>
<th>Double dipping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bonvoy</td>
<td>100</td>
<td>No</td>
<td>No cost - No limit of points</td>
<td>No exceptions</td>
<td>Yes, max 15% of the bill or 1500€</td>
<td>Yes</td>
</tr>
<tr>
<td>Marriott Bonvoy</td>
<td>186</td>
<td>No</td>
<td>No cost - No limit of points</td>
<td>No exceptions</td>
<td>Yes, max 15% of the bill or 1500€</td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#hotels</th>
<th>Point value</th>
<th>Eligible Charges</th>
<th>Eligible members</th>
<th>Eligible events</th>
<th>Point splitting</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,500</td>
<td>24€ = 1 point</td>
<td>Meeting Room rental, F&amp;B linked to the event, guestrooms</td>
<td>Corporate &amp; intermediaries (incl. PAS)</td>
<td>Professional events; at least 8 rooms or 8 attendees</td>
<td>Yes, between max 2 members</td>
</tr>
</tbody>
</table>

Q 4. CAN ALL ELITE STATUSES BE PURCHASED OR POINTS BE CREDITED TO OBTAIN THEM?

No, Elite Statuses cannot be purchased. However, note that Meeting Planner members will very quickly obtain them.

Q 5. WILL SBE HOTELS BE INCLUDED AT SOME POINT?

Yes, the intention is to eventually have sbe properties participate in the Meeting Planner program but there is no confirmed date.

Q 6. SHOULD SALES TEAM MEMBERS HAVE ACCESS TO HOTELLINK/ACDC?

Yes, it is recommended for the designated ALL Star(s) within each property to have access to HotelLink/ACDC in order to check the membership information and proceed to the credit of points. The account may be created by any Heartist on property having Manager credentials.
Q 7. **WHO SHOULD CREDIT MEETING PLANNER POINTS?**

The designated ALL Star(s) on your property will be trained to credit Meeting Planner points using their Leader HotelLink Access.