

# Online application

## Hotel Innovation Award 2022

## Table of contents and contact

SECTION 1: General information.....	2
SECTION 2: Conditions for participation .....	3
SECTION 3: Information about the company submitting the hotel application* .....	5
SECTION 4: Hotel* .....	5
SECTION 5: Suitability to receive the award*.....	5
SECTION 6: Profile of the hotel* .....	5
SECTION 7: Hotel details* .....	6
SECTION 8: Upload files .....	7

## Contact

196+ forum Vienna

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## Information for completing the online form

Please first read the instructions before preparing the necessary documents and then starting the entry process. Once you have registered by entering your name, your email address and address data regarding **the submitting company** in the application tool, you may start with the submission process ("**new entry**" button). Once you have registered, you will receive an **email confirming your registration** and asking you to confirm your email address. You will also receive a link to the application tool, which will allow you to log in there again at any time and to continue your application, as well as to review, edit or print your submissions.

Please note that none of the information will be saved unless you click on the "**Save and continue**" button at the bottom of the form pages. For this to work, all boxes in the form that are marked with an \* have to be completed. Once you have completed all the boxes, you can go to the overview page of your submission, where you can **send off the final version of your application by clicking on the "Submit" button**. Once you have **sent off the application**, the system will send you an e-mail to the e-mail address that you have provided to confirm that you have submitted your application. The final submission deadline is 7 October 2022. You should expect to take about 45 minutes to enter all the necessary information in the form and upload any additional photographs, videos, presentations, etc. Should you have any questions prior to applying, please contact us at [sebastian.dachtler@196plus.com](mailto:sebastian.dachtler@196plus.com).

## SECTION 1: General information

### 1. Eligible projects and selection process

Either up to two hotels may be submitted per year by each company applying or one hotel group. The hotels or the hotel group must be located in Europe. The winners will be selected in the following three stages:

1. Application process
2. Jury deliberation, decision and nomination by the 196+ forum Vienna jury (in November)
3. Award ceremony (in November)

### 2. Application process for the Hotel Innovation Award 2022

Any company involved in the operation and internal HR processes of the hotel may take part. However, the applicant must obtain all necessary permissions from the companies involved in the operation of the hotel, both past and present. The application needs to be submitted to 196+ forum Vienna by 7 October 2022 at the latest. Each hotel or hotel group can only take part in the competition once per year.

### 3. Nomination by the 196+ forum Vienna jury

The jury will select up to ten nominees and thereof three finalists from among the **completed** applications that have been submitted. The jury will normally meet in November of the respective year. All nominated applicants will then be immediately informed of the jury's decision. Additional documentation may be needed for the presentation of the nominees during the 196+ forum Vienna event (e.g. additional photographs, videos, presentations). The organisers will communicate further details to the nominees once the jury has reached its decision.

#### 4. Award ceremony

The award ceremony of the Hotel Innovation Award 2022 will take place during the 196+ forum Vienna event on 28 November 2022. This will be the first time the winning hotel or hotel group is made known. An official representative of each hotel that has been shortlisted should attend the 196+ forum Vienna event in order to accept the award should the hotel be selected. All nominated hotels including the three finalists will receive an award.

#### 5. Your application for the Hotel Innovation Award 2022

Please complete all the fields in the application form below. Boxes marked with \* (section 3) are mandatory fields that are required in order to be able to initially store the application form. You will then automatically receive a confirmation email entitling you to alter or complete the documentation that you have submitted up until the submission deadline.

### SECTION 2: Conditions for participation

#### 1. Selection criteria

All hotels and hotel groups in Europe are eligible to take part in the competition. Each hotel or hotel group can only take part in the competition once.

#### 2. Authorised number of projects

Each company may either submit a maximum of two hotels, or one hotel group provided that these conform to the conditions for participation. Each hotel or hotel group can participate once in each category.

#### 3. Application process

Each participating company must submit a fully-completed application form for every hotel or hotel group that is to take part in order to allow the organisers to decide on admittance to the application process. Should the HR concept by the hotel or hotel group have been planned and realised by more than one company, the company submitting the application form needs to inform the other companies accordingly and obtain from them any permissions that may be required. The application forms should be officially submitted to 196+ forum Vienna by 7 October 2022.

#### 4. Application documents

The jury reserves the right not to admit to the competition any documents that are incomplete or do not comply with the guidelines.

#### 5. The duties of the jury and nomination

All completed application documents submitted to 196+ forum Vienna within the above timeframe will be admitted for evaluation by the jury. The jury has the task of selecting up to ten nominated hotels and hotel groups and thereof three hotels and hotel groups as finalists. The decision of the jury will be primarily influenced by a number of different, non-exclusive, criteria:

- differentiation & game changing
- scalability & economic viability
- impact for employees
- impact for society & hotel(s)

Items marked with \* in sections 3 to 7 must be answered completely. Incomplete application documents may be excluded from the application process. The jury's decision is final and not subject to appeal.

## 6. Additional material for the final stage of the application

The companies whose hotels have been selected by the jury will be informed of their nomination in writing. They may need to submit additional material, such as a short description of the concepts in English and/or further photographs, videos of the concept. This material may be showcased in the exhibition area and/or at the digital event platform as part of the 196+ forum Vienna event. All three finalists will agree to be available for any film recordings and allow the 196+ forum Vienna film crew access to the hotel and to any other relevant areas of the hotel property.

## 7. Hotel Innovation Award ceremony 2022

The results of the competition will be announced during the 196+ forum Vienna event on 28 November 2022. At least one official representative of each nominated hotel should take part in the event in order to accept the award for the winner. All finalists will receive an award. For the representatives of the nominated hotels, one (1) free ticket for the event will be provided.

## 8. Competition and the jury's decision

No claims may be asserted concerning the application system, the jury's choice of nominees, finalists and the winner, or any other aspects concerning the competition. The companies accept the present conditions of participation by registering for the competition and the Hotel Innovation Award 2022.

## 9. Use of photographs and project-related information

The organisers are entitled to publish the photographs and videos provided and the following hotel-related information (namely: name of owner, operator, number of rooms) as part of the presentation of the applicants, on the 196plus website, the digital event platform, in press releases, in social media, in trade journals, conference documents (print/digital) or in an event app, as well as during the 196+ forum Vienna conference on 28 November 2022. The submitting company must clarify the use of the copyrights prior to the application, as well as the concomitant labelling. Participation is deemed to constitute confirmation that the proper picture copyrights have been obtained. 196+ forum Vienna reserves the right to transfer any compensation claims resulting from inadequate labelling of image or video material from the application documents to the participating company. When submitting the image material, please make sure that all images are uploaded as JPG files in print quality (300 dpi) with the **image rights properly marked**.

## 10. Submitting complete information

All fields marked with \* are mandatory and must be completed. The hotel or hotel group will be automatically disqualified from the competition if the requested information is not submitted in full. **N.B.:** These data are only made available to 196+ forum Vienna and the 196+ forum Vienna jury for evaluating the submitted application. Neither 196+ forum Vienna nor the 196+ forum Vienna jury members will publish them or use them for any other purposes.

### SECTION 3: Information about the company submitting the hotel or hotel group application\*

- Name of company
- Street & no.
- Zip code
- City
- Country
- Contact person for the application
- Email
- Phone
- Function within the context of the hotel (HR director, marketing, project manager, etc.)

### SECTION 4: Hotel\*

- Hotel or hotel group name (stick to the correct spelling. The hotel or hotel group name is used for all marketing activities.)
- Category
  - Please select a category
  - 1. Recruiting
  - 2. Leadership
  - 3. Retention management
  - 4. Employee learning & development
  - 5. Employer branding
  - 6. Diversity & inclusion management
  - 7. Digitalisation
  - 8. Other
- Street & no.
- Zip code
- City
- Country
- Website

### SECTION 5: Suitability to receive the award\*

Concise description of why the concept should win the award (USP) | up to 2,000 characters incl. spaces\*

### SECTION 6: Profile of the hotel or hotel group\*

#### 1. Segment

- City hotel, resort hotel, other
- Hotel group
- Other

#### 2. Classification (only hotel)

- Official classification (no star, 1 star, 2 stars, 3 stars, 4 stars, 5 stars, other categories)
- Other

### 3. Rooms (only hotel)

When assigning rooms, please decide on one room category, multiple entries are not possible.

- Number of rooms (total)
  - Single rooms
  - Double rooms
  - Family rooms
  - Barrier-free rooms
  - Suites
- Room per category (in sqm, from/to) | up to 1,000 characters incl. spaces

### 4. Number of staff\*

- Full time
- Part time
- External staff (cleaning company, etc.)

### 5. Operator\*

### 6. Owner\*

## SECTION 7: HR concept details\*

### 1. What is particular innovative regarding your concept?\*

Max. 1,000 characters incl. spaces

### 2. Keywords regarding unique characteristics

Max. 200 characters incl. spaces

### 3. In which way is your concept unique and can be seen as a lighthouse concept for the industry?\*

Max. 1,000 characters incl. spaces

### 4. Could this concept be implemented in other hotels/hotel groups?

Max. 1,000 characters incl. spaces

### 5. Why did you feel the need to change your former approach?

Max. 1,000 characters incl. spaces

### 6. Which impact did your new concept have on the hotel/hotel group?\*

Max. 1,000 characters incl. spaces

### 7. Which impact did your new concept have on the employees?\*

Max. 1,000 characters incl. spaces

## 8. Which financial impact did your concept have?

Max. 1,000 characters incl. spaces

## 9. One question per category

9.1. What impact did the implementation of the new concept have on number of applications and time to hire?\*

Max. 1,000 characters incl. spaces

9.2. What impact did the implementation of the concept on leadership culture and employee commitment?\*

Max. 1,000 characters incl. spaces

9.3. How much has staff turnover decreased within the hotel or hotel group since the implementation of the concept?\*

Max. 1,000 characters incl. spaces

9.4. What percentage of your employees take up these offers and how many employees have made a career move within the company since the implementation of the concept? Please also state the average investment in training per employee, quality standards.\*

Max. 1,000 characters incl. spaces

9.5. How has your employer branding concept improved employer attractiveness, recruiting success and staff turnover in your hotel or hotel group since the implementation?\*

Max. 1,000 characters incl. spaces

9.6. What impact did the implementation of the concept have on team diversity and team culture?\*

Max. 1,000 characters incl. spaces

9.7. What impact did digitalising have on efficiency of HR processes and procedures?\*

Max. 1,000 characters incl. spaces

9.8. In which way are the measures taken by you distinguishing from the standard hotel industry practice?\*

Max. 1,000 characters incl. spaces

## 10. Preview images\*

Please upload here the two most representative images of the hotel (façade/exterior view) as JPG files in print quality (300 dpi) with identification of the image rights in the file name. These images will be primarily used in order to present your hotel (trade journals, 196plus website, conference brochure, etc.)

- Façade
- Exterior view

## SECTION 8: Upload files

Here you have the possibility to upload further pictures, presentations, press releases, advertisements and video clips in a collective folder.

For an overview, which is as complete as possible, we recommend submitting the following material in addition.



When uploading the respective file, please pay attention to the exact indication (e.g. view standard room, view restaurant "name", view lobby). Please note that all images should be submitted as JPG files in print quality (300 dpi) indicating clearly the intellectual property rights of the photographs and videos submitted.

- **Exterior view/façade\*** (1 additional picture, different from the already uploaded pictures)
- **Rooms\*** (1 additional picture)
- Presentation of your HR concept (up to 3 PDF files)
- Selected press articles (up to 5 articles)
- Videos, interviews (up to 4 files)