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Marriott International, Inc.
Corporate Headquarters

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CONTACT:

Amy Popper
Marriott International
407-701-8167
Amy.Popper@marriott.com

Marriott's Convention & Resort Network Launches Mastermind: A Meeting Planner Community Leading Collection of Meetings Hotels & Resorts Launches Latest Innovative Program

Bethesda, MD – Oct. 15, 2018 – [Marriott's Convention & Resort Network](#) (“CRN”) has announced the future launch of **Mastermind**: a peer-to-peer community for meeting planners. In March 2019, the digital platform will debut with a goal to help planners feel connected, empowered and inspired while building new skills and meaningful long-term relationships.

In a rapidly changing industry, the role of the meeting planner continues to evolve and present the continuous need for knowledge of trends and fresh creativity. With a diverse portfolio of venues in more destinations than any other company, Marriott is committed to collaborate with planners on the journey to innovate.

Mastermind groups will consist of 8-10 meeting planner peers paired with a Marriott's CRN executive as their mentor as well as a Marriott subject matter expert. Kicking off the pilot, 5-month semester in March 2019, monthly planner sessions will take place with high-level discussions centered around key industry topics such as culinary trends in meetings, how to engage meeting attendees outside the conference room, providing attendees with networking opportunities and more. Marriott mentors and subject matter experts will join all sessions to provide input and important insight.

“Meeting planners have the desire to push the envelope and inject creativity into meetings based on the changing demands of their customers,” said Mike Wainwright, Vice President of Sales,

Marriott's Convention & Resort Network. "I am proud of our vision to have Mastermind provide a platform that brings these talented planners together to knowledge share, brainstorm and build lifelong relationships."

Each month, the group will meet with a new Marriott expert according to the topic discussion while the Marriott mentor remains with the group, ensuring consistency and connection. In addition to the group meetings, Mastermind planners will have direct individual access to both the experts and mentors as well as the digital Mastermind Lab, a live page where members can engage in conversation, pose questions, and share content. During the semester, a roundtable discussion with select members, hosts, and experts will provide additional CRN planners an opportunity to join and promote cross learning within the CRN network planner community.

To coincide with the launch of Mastermind, CRN has released two new video series' that deliver meetings concepts in unexpected ways and underscore CRN's revolutionary leadership in the industry:

[:60 Smarter](#) is a cutting-edge series of bite-sized episodes designed to inspire fresh concepts and thinking geared towards the creative execution of meetings.

[Meetings. Made Here. A Marriott CRN Travel Show](#) allows planners to experience a property through the eyes of the hosts and bring the destinations to life.

The combination of these new tools allows CRN to continue and enhance its support for planners and remain the leading major hotel brand to offer this preeminent level of service for the meeting planner community. For more information visit www.mastermindbymarriott.com.

About Marriott's Convention & Resort Network

The Convention & Resort Network is a premier collection of 110 world-class, integrated JW Marriott®, Autograph Collection® Hotels, Renaissance® Hotels, Marriott Hotels® Gaylord Hotels®, Westin Hotels & Resorts®, Sheraton Hotels & Resorts® and The Luxury Collection Hotels & Resorts® dedicated to providing the ultimate meeting experience for attendees. With over 9.3 million square feet of meeting space and over 100,000 guest rooms, the Convention & Resort Network offers choices from New York to Los Angeles, Las Vegas to Cancun, and Montreal to Hawaii. Visit www.ConventionResortNetwork.com and <http://www.ConventionResortNetwork.com/Starwood> for more information.