

KEMPINSKI'S INTERNAL AND EXTERNAL STAKEHOLDERS



EMPLOYEES (CURRENT)

- Kempinski handbook and trainings (Kempinski Fundamentals, Kempinski Essentials, Leadership Development Programme, Competency Development Certificates, Business Academy)
- Townhall and departmental meetings, employee events, newsletters and outings, staff appreciation day, employee awards
- Onsite noticeboards, green teams and CSR events
- Kempinski app, social media platforms
- Employee satisfaction and engagement surveys, whistleblowing channel

EMPLOYEES (FUTURE)

- Kempinski career website
- Career fairs at hotel schools, academic partnership programmes
- Student site visits, open days and internships
- Social media



CUSTOMERS (GUESTS, HOME OWNERS)

- Newsletter communication and "Travelling In Style"
- Booking enquiries, pre-stay, on-site and post-stay platforms, evaluations and engagement
- Hotel apps, guest ipads, TV channels and notice boards
- Restaurant orders and event reservations
- KEMPINSKI DISCOVERY loyalty programme
- On-site cultural events, activities and presentations, charity programme participation and art exhibitions



HOTEL OWNERS

- Annual owners magazine "Scene Magazine"
- "Red Kempinski" with electronic membership cards offering benefits at hotels
- Face-to-face relationship through on-site visits
- Personalised email and verbal contact for company communication (CEO)



SUPERVISORY BOARD

- Annual reports and AGM
- Compliance and risk management
- Leverage domain expertise of Board on strategic topics
- Meet-up between Board and Management outside of regular Board sessions



MANAGEMENT BOARD

- Annual reports and AGM
- Brand and PR communications on new openings, launches and organisational news
- Internal executive management announcements
- Product experience through property visits and other offerings



SUPPLIERS, B2B, BUILDERS

- On-site meetings, audits, annual hotel suppliers events
- Supplier evaluations and code of conduct
- Communication with Regional Offices and hotels



INVESTORS, MEDIA

- Annual meetings, conferences and fairs (e.g. ITB)
- Press releases and interviews
- Media invitations, site familiarisation visits and virtual tours
- Social media and industry speaking platforms for thought leadership



COMMUNITY

- Events, exhibitions, festivals, meetings, and on-site visits
- Fundraising, charity collaborations and events
- Community townhall meetings, consultations and agreements
- NGO, academic and business partnerships



GOVERNMENT, INDUSTRY

- Annual reporting, websites, awards
- Industry boards, speaking, events and thought leadership platforms
- Partnership programmes
- Audits, inspections and certifications