WIWIH PRIVATE GROUPS

WHAT'S WIWIH?

Launched May 2006, the WIWIH initiative has become the social networking platform of choice for professionals in the global hospitality industry. WIWIH users represent the full spectrum of industry stakeholders ranging from hotel companies, trade associations, academics, consultants, analysts, suppliers, event organizers, students and media. Global hospitality professionals use WIWIH to find and connect with other users, join groups with people who share similar areas of interest, find colleagues and hotel school classmates. WIWIH.org is an initiative by WIWIH AG (Switzerland) and is operated by Netherlands-based Hsyndicate.org.

What are WIWIH PRIVATE Groups?

WIWIH Private Groups are web-based closed-user communities which communicate via email, where members can participate at their convenience – any time, anywhere. Inside each WIWIH Group members can access and share information (content), participate in group-discussions (forum) and develop one-on-one relationships (network). Access to WIWIH Private Groups is controlled and managed by the owner of each group (by moderate or by group activation key).

Who uses WIWIH PRIVATE Groups?

WIWIH Private Groups find application a variety of areas including:

Trade Associations
>> *Special Interest Groups, Member Communities*
Hotel Groups & Chains
>> *Employee Social Networks; Temporary Workgroups*
Schools and Universities
>> *Alumni & Student Communities*
Professional Associations
>> *Association Membership Communities*
Event Organizations
>> *Event & Conference Communities*
Vendors & Suppliers
>> *Product User Groups and Forums*

GROUP SETUP OPTIONS

**Group Participants
Access Options**

WIWIH Groups are available in various formats:

- PUBLIC | Immediate Access after login
- MODERATED | Access via moderator accept/denial
- PRIVATE | Access via activation key or moderation

**Group Discussion
Forum Options**

WIWIH Forums are available in various formats:

- IMMEDIATE POST | Immediate Publication after user-post
- MODERATED POST | Publication after moderator review

Group Email Alerts

Forum Email- Alerts can be defined by the moderator or individual group member:

- INDIVIDUAL POST | Group Member subscribes to specific topics
- DAILY DIGEST | Group Member receive daily summary
- NO EMAIL ALERTS | Group Member to opt-out

**One or Multiple
Moderators**

WIWIH Groups can be moderated by one or multiple group moderators. This can be practical when handling high volumes of group transactions or when being active in various time-zones.

**Custom Group
Landing Page**

Each private group has its own landing page featuring information on the group combined with a custom graphic, registration for new users and group-login for existing users.

Discussion categories

This feature enables a listing of discussion contents by topic-category. This feature helps group members to efficiently find relevant contents. Group discussions can be viewed by topic-category or by date.

Group Visibility

Group owner can decide whether or not group becomes visible on wiwih.com group-listings

Group Experts

Ability to list certain group members as group experts. Group member has the ability to view all replies and suggestions made by experts in a group.

**Discussion Forum
Admin Functions**

Group-Admin functions include: Ability to edit or delete discussion threads; Ability to edit or delete individual topic posts; Change topic/thread titles; Add poll to discussion threads; Close and re-open discussion threads; Add group documents;

GROUP MEMBER OPTIONS

Start or participate in Group Discussions
Enables group members to participate in current discussion threads or start a new discussion. Includes ability to attach documents to post, and subscribe (email) to future replies to post.

Group Search
Group-search function enabling group members to find relevant contents based on keyword relevance or exact string search. Search results include relevant news and blog contents in case these are part of the group.

Email Alert Settings
Enables group-members to decide how and when they wish to receive forum emails. Feature includes select for daily group digest instead of receiving emails for individual posts. Group moderator can set a default for all users.

My Active Topics
Page displays all topics and links to recent posts for groups in which a user is subscribed OR in which he has participated.

Group Polls
One-Page overview of active polls within a specific group. Each poll links to related discussion topic within the group.

Add Documents To Group
Simple tool enabling to upload relevant documents to the group discussion forum. Supported formats include PDF, DOC, XLS, PPT. Documents are attached to the forum post and listed in a group document-directory.

Group Member List
Each group has a list of users inside each group. Also features a custom-search capability enabling in-depth search by location, name, education or organization.

Personal Messaging
A web-based email system which enabled one-to-one contact between group members without disclosing group member email addresses.

Group Resources
Add relevant contents to your group by adding a specific Hsyndicate content category. Hsyndicate contents are available in 100+ areas of interest and expertise. Related links include related news, documents, books, websites…

wiwih®

who is who in hospitality

GROUP MODERATOR OPTIONS

Moderated New Users

New user requests are emailed to the group moderator. The group moderator accepts or declines in a web-interface. Includes ability to add message to confirmation email.

Moderated Forum Posts

New forum posts are emailed to the group moderator. The group moderator accepts, removes or edits in a web-interface. Messages are posted and emailed to users after moderation.

Group Polling

A web-based tool which enables the group admin to create and push quick-polls to the group forum. Poll results are automatically displayed after poll participation.

Group Mass Invite

Send a mass-invitation to join your group to a list of email addresses. Includes on-the-fly customization of invitation text.

**Group News &
Blog Contents**

Group tool which enables the group-admin to add relevant industry news and blog contents to group. Selected contents are added to daily digest. This is a premium service powered by Hsyndicate.org.

Group Audio Podcast

A simple tool which enables recording of audio-podcasts for publication in group forum. Actual recordings are done via telephone connection and made available through Marcomedia Flash.

**Access to WIWIH
Moderator Forum**

The moderator of each group automatically joins the WIWIH Moderator Group. This is a forum where moderators can exchange best practice and experience, access FAQ or request support on specific group-topics.

OTHER GROUP OWNER OPTIONS

**Banner Advertising or
Sponsor Messages**

WIWIH Groups also enable integration of banner ads for sponsors or advertisers in each group. Each group can host a total of 10 advertisers. Advertiser exposure is available with (1) logo and text on group homepage, (2) text and link in discussion threads, and (3) text and link in forum notification emails. Implementation and rollout of this feature is based on specific requirements of each group owner.

Related Sub-Groups

If you operate multiple groups within WIWIH, you can create links between various groups, or link multiple sub-groups to a main 'master' group.
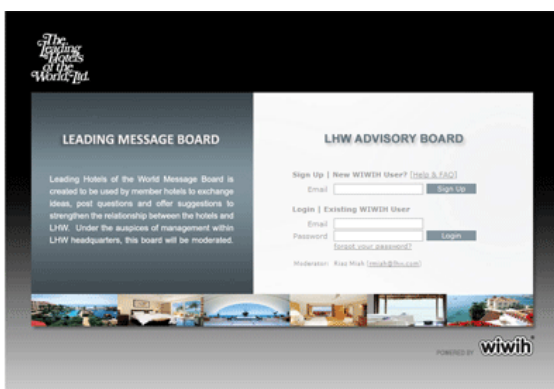
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SAMPLE GROUP LANDING PAGES

Sample landing page for TheBench.com

Sample landing page for AHIC Conference

Sample landing page for Leading Hotels of the World

Sample landing page for Accor Academy