

6. the unexpected

The Conrad Lobby Amenities.

Carl Honoré, author of 'In Praise of Slowness', challenges the fast-paced environment of today's business travelers. "Not only do I think modern business travel is compatible with the slow travel idea, it is essential," Honoré says. "Remember that a lot of business travel is about taking the time to meet face-to-face with a partner or a rival. That is a slow act in itself. You have decided you need to get to know someone beyond the superficial and that it is not enough to fire off a one-line, half-baked email."

Honoré says that there is already evidence of the slow movement in corporate business, from wellness divisions, quiet rooms in offices and massages for employees. Companies are offering workers more opportunities to do volunteer work and take sabbaticals, as well as the chance to trade pay for more time off. Some employers even insist that workers do not check emails at the weekends. "This was unthinkable seven or eight years ago," Honoré says.



CONRAD[®]
HOTELS & RESORTS







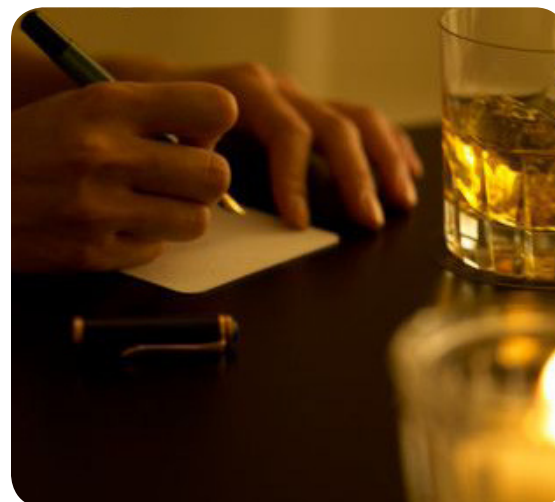
WIRED

THE CONRAD CAFE

KEYED IMAGES

1. wired! wireless throughout cafe and lobby -- connected to easy-access printers as well
2. foliage and greenery are key components to the CONRAD cafe
3. the CONRAD cafe spills out into the city, welcoming guests and locals alike.
- 4 . fresh fruits create a invigorating aroma and a healthful snack





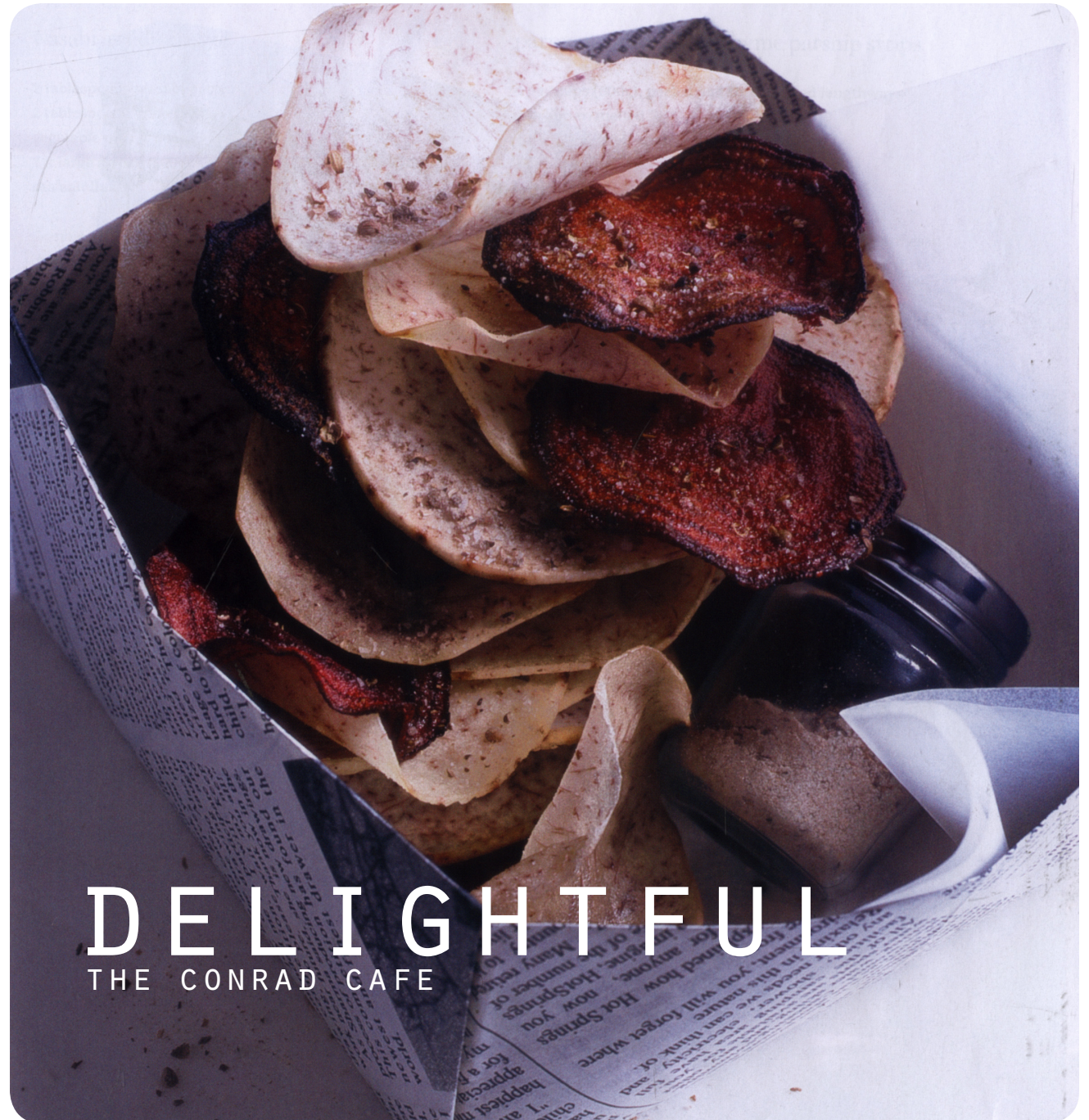


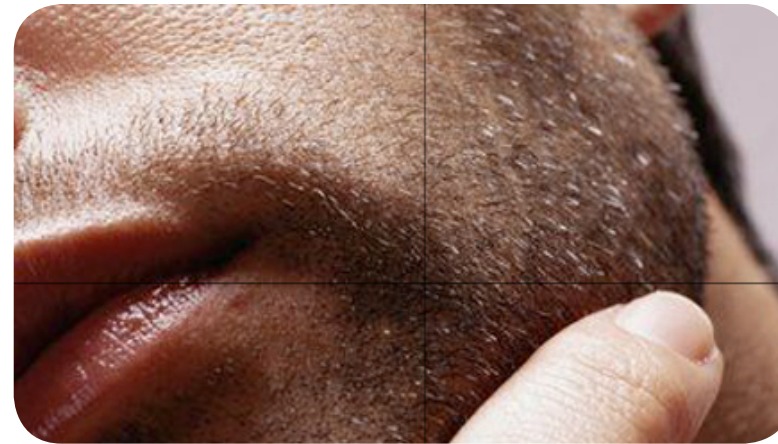
the CONRAD cafe.

- The CONRAD cafe is meant to be another duality within the brand.
- By day, the cafe is a place to hop on your laptop and grab a **coffee** and a fresh bakery item while having a quick meeting before running into a conference.
- By night, the CONRAD cafe is a place to do the same, only perhaps that coffee becomes a glass of **wine** and a bowl of local olives--or later, a tea and a dessert.
- the CONRAD cafe is local, high-tech and welcome.

KEYED IMAGES

1. a bite of dessert and espresso to wind up a long day of meetings?
2. a wired zone to sip a glass of local vino and get some work done
3. a warm place to grab a casual late snack
4. the CONRAD cafe connection to the city





the CONRAD mens hot shave.

Have you ever wanted to walk into a barber shop and get the ultimate shave from a master barber? Unfortunately, this service is quite difficult to find in the modern world.

The CONRAD hot shave, aims to **restore balance to the frenetic lives of the contemporary business traveller** by encouraging men to slow down and enjoy the finer things in life.

- a top notch shave
- a scalp treatment
- a simple trim
- a quick shoe shine
- docking station for lap-tops & phones
- signature elixirs





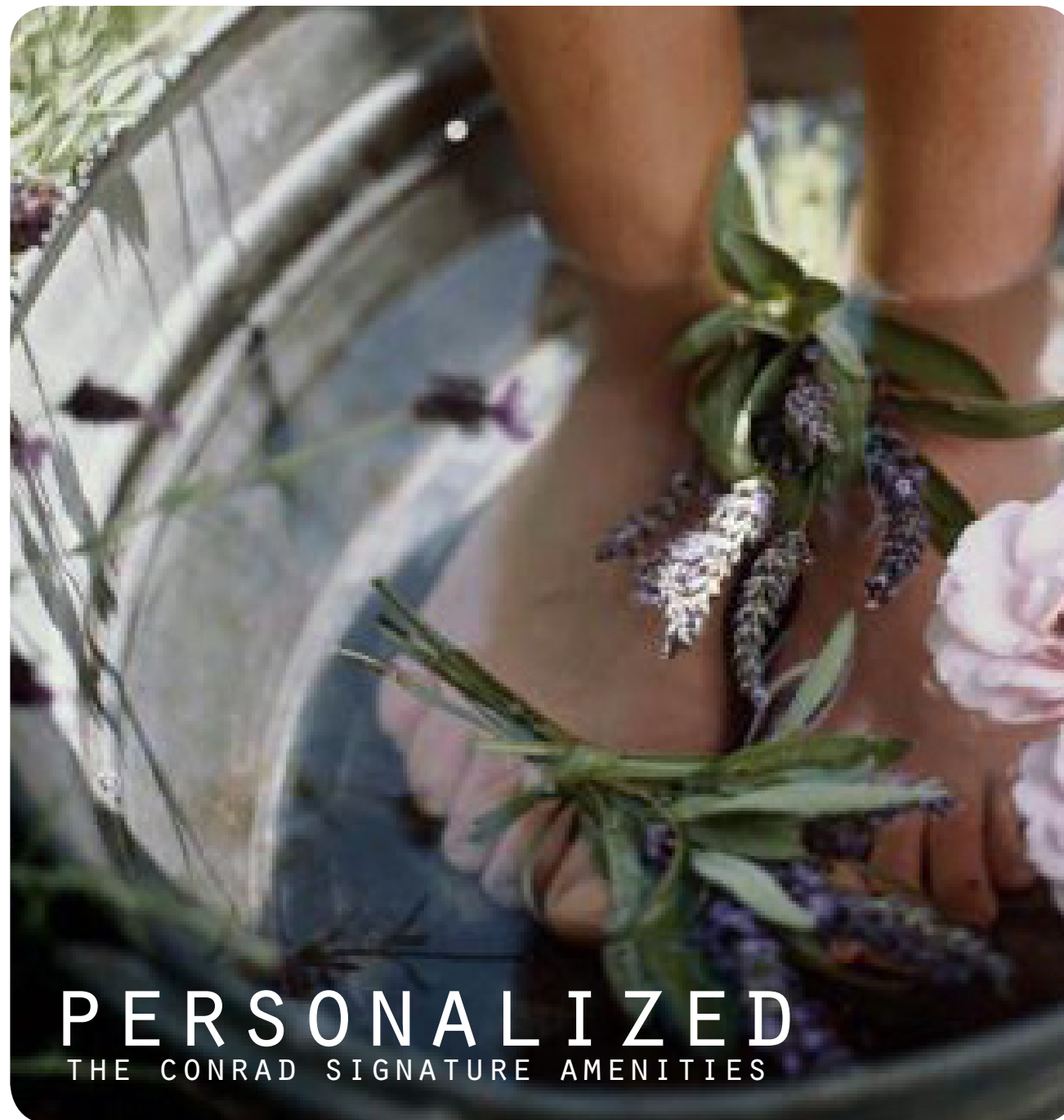


the CONRAD womens touch-up.

In this perpetually time-crunched era, it's no secret that finding time for personal grooming services like haircuts and manicures can be a challenge.

The CONRAD women's touch-up is designed specifically for women who didn't manage to squeeze in that manicure or trim before jetting off to Shanghai. This is **CONRAD rapid rejuvenation.**

- manicures
- pedicures
- chair massages
- trims and blow-outs
- docking station for lap-tops & phones
- signature CONRAD local teas and calming aromatherapy
- customized services and products

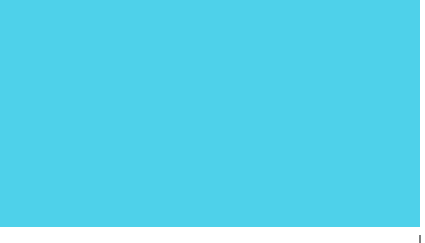
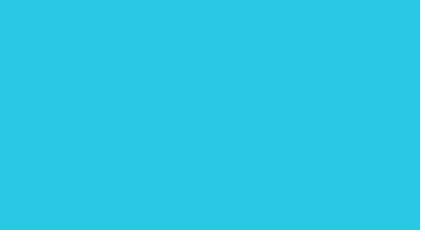
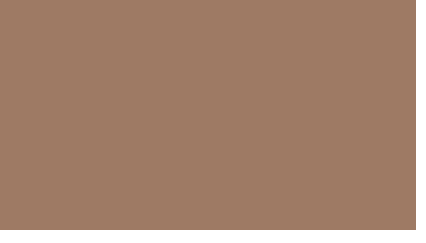
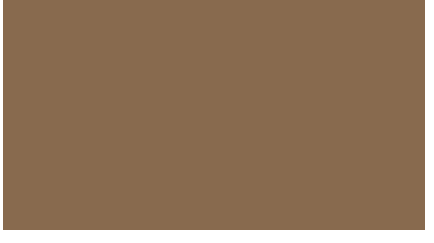
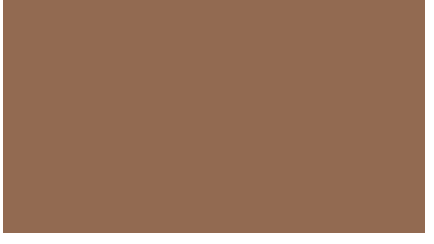
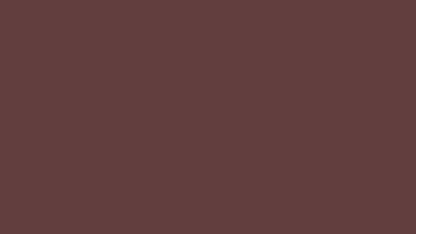


the CONRAD travel port.

A mini-store and apothecary designed to replenish supplies and provide the finest travel accessories and on-the-road essentials. Forget your vitamins? Need a lap-top case? No worries, the CONRAD travelport inventory is already prepared for such emergencies. Located right off the lobby, this elegant little shop has the best the city has to offer, just incase you are tied up in meetings all day and don't have time to pick up a treat for a loved one or that adapter you forgot. Know of something you want, but have no time to go out in the city and purchase it? The CONRAD store attendant will track your request down for you and send the item to your room. Have a general idea of what you are looking for but might have options? The store will provide you with images along with information regarding your options and send a PDF to your email address to review and make your final selection.

- luxury travel essentitals
- vitamins, boosts, and energy sustaining elixirs
- clothing for each conrad climate
- special gifts & personal shopper







burnished leather & glass
 A CONRAD CONCEPTUAL PALETTE



7. work

The Conrad Conference

According to Successful Meetings Magazine, the only budgets that have been growing are those for smaller meetings, management-training retreats and incentive and motivational trips for high-performing employees.

And the most high-end incentive trips -- typically attended by the most valued producers in a company that is anxious to keep its top money makers happy in troubled times -- are where spending has been growing fastest.

Conrad provides places and spaces where deals get done and the support for people who are serious about doing business in style. Conrad takes care of the details so guests can get down to business.



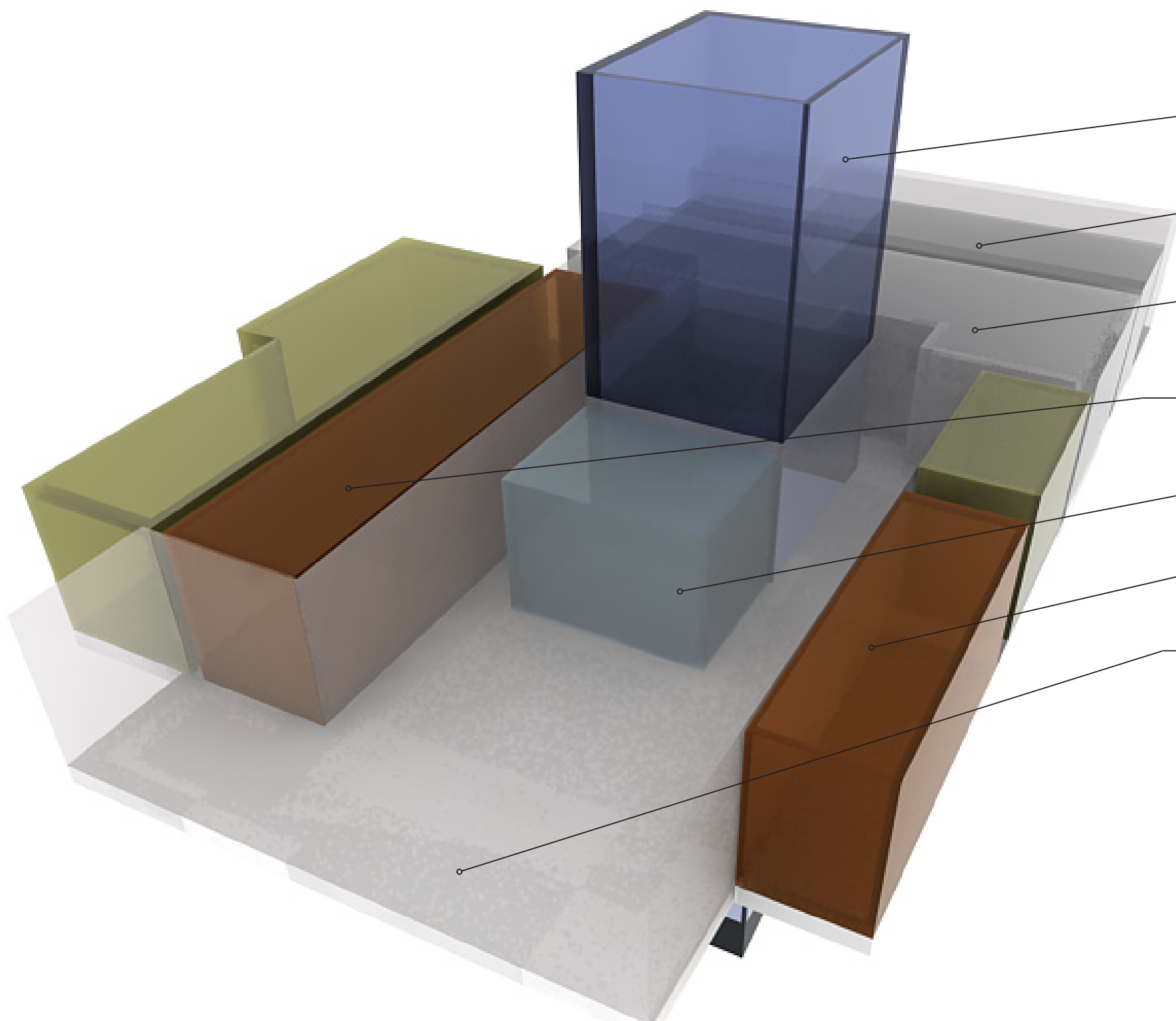
CONRAD[®]
HOTELS & RESORTS



THE CONFERENCE MODEL

PROGRAMMING DIAGRAM FOR THE CONRAD CONFERENCE





- CONRAD atrium -- fresh air and light
- multi-purpose outdoor space - bocce court, seating groups, break-out space...firepit...
- multi-zoned conference area including a strategy room, flexible conference spaces, caucus rooms and multi-purpose space
- the CONRAD conference hydration and snack station with lunch tables, casual seating, and phone pods
- connection to water feature and CONRAD lobby below
- service node -- greeter, package and coat drop, communal waiting area with docking stations
- outdoor connection! the ever present CONRAD element

CONRAD[®]
HOTELS & RESORTS





the CONRAD conference.

Welcome to the CONRAD conference. One of the cornerstones of the Conrad brand. A chance to allow a guest to truly experience a GLOBAL MODERN NETWORK.

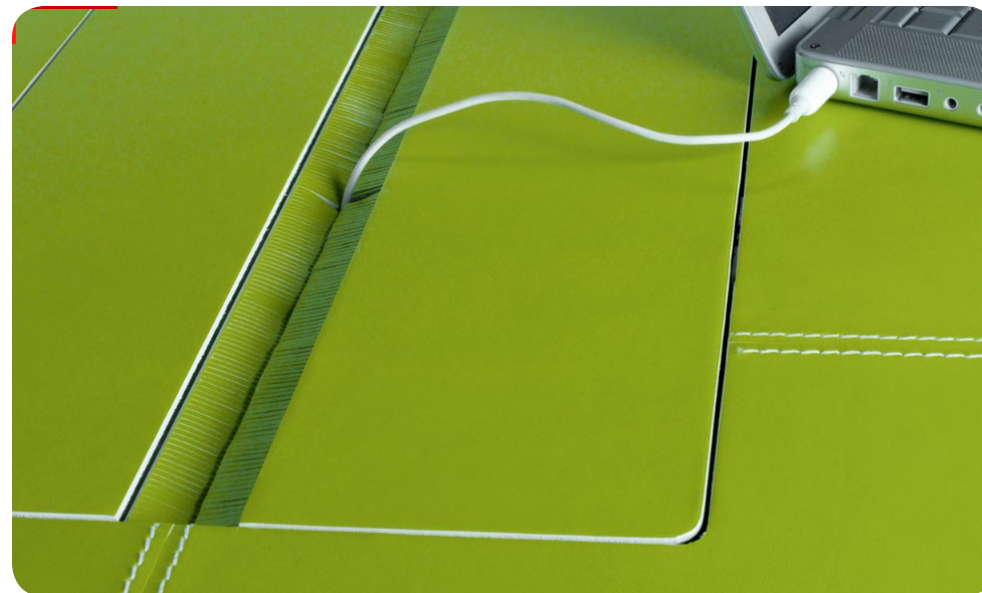
The CONRAD conference areas meet the highest IACC standards for **unmatched efficiency, and high-tech interfaces, yet are designed to be the most delightful and memorable meeting areas** the well-seasoned business traveller will have ever experienced. Again, options and flexibility are key here.

The connection to the outdoors is ever-present, one never has to go too far to grab a hot coffee or a cold juice, there are many choices by which to participate in meetings, and there is always an element of fun to engage in...a bit of bocce while discussing a business deal? perhaps a seat by a gorgeous fire bowl to discuss a new idea...the CONRAD conference is meeting and exceeding expectations on many levels.

KEYED IMAGES

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1. fresh air, natural light and connection to the outdoors
 2. many options by which to engage in a meeting...bocce anyone?
 3. x and bright, the CONRAD conference is technologically savvy







SEAMLESS
THE CONRAD CONFERENCE







HIGH TECH

THE CONRAD CONFERENCE

The Conrad Chicago offers business guests the chance to swap the boardroom for virtual reality relaxation with their exclusive Wii meeting breaks. The hotel can set up a full functional stage complete with fog and lighting rigs for corporate guests to share their inner rocker in an attempt to enhance the meeting experience.

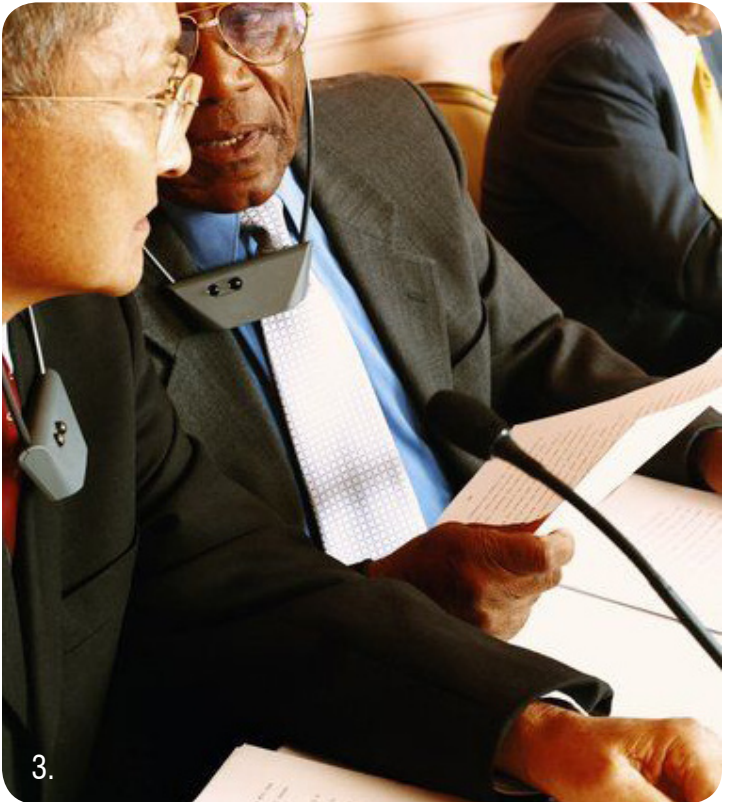
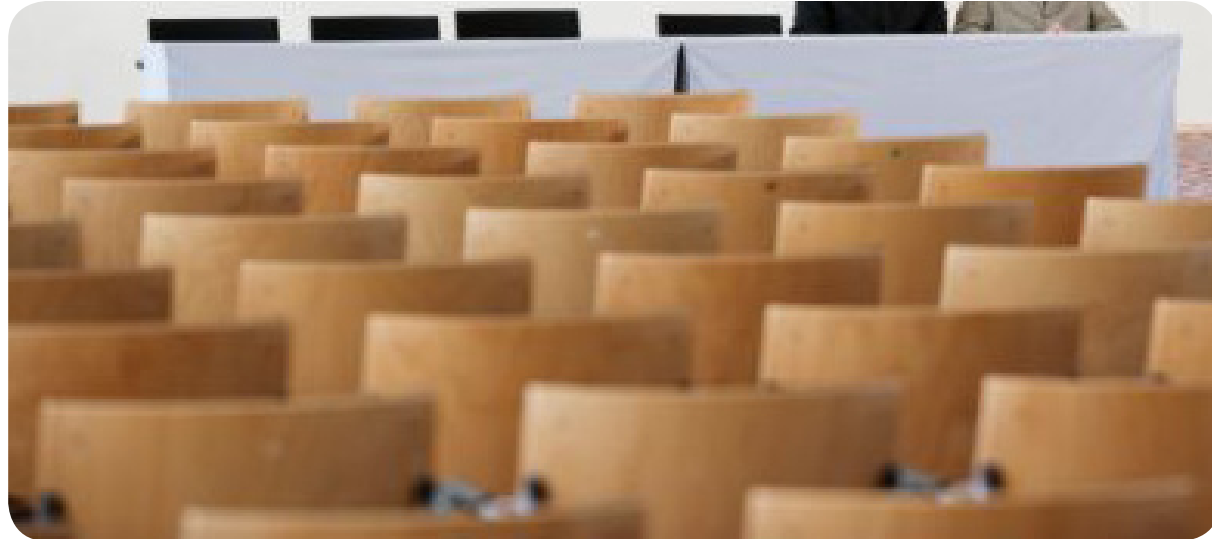
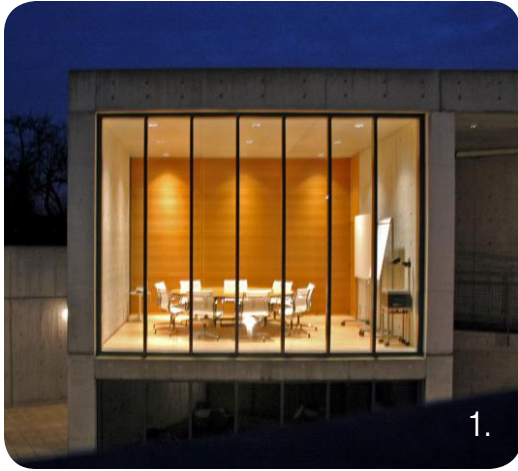






DYNAMIC
THE CONRAD CONFERENCE







CONRAD is taking care of business

'...That's what you want for your meeting - and that's what you'll get when you choose a genuine IACC conference center. A **uniquely designed setting, superior services and support**, plus dedicated, professional staff to give you maximum results.

But it's more than just a concept. It's a promise made by more than 300 members of the International Association of Conference Centers. IACC's exacting standards and stringent guidelines ensure the highest quality conference facilities and services around the world.'

- * Training
- * Strategic
- * Planning
- * Management
- * Sales/Marketing
- * Budget/Audit
- * New Product Launches
- * Board of Directors/Committees/Staff
- * Team Building

KEYED IMAGES

1. strong connection to the outdoors
2. many options by which to engage in a meeting...bocce anyone? a evening break-out by the fire?
3. the highest tech facilites available



CONRAD HONG KONG

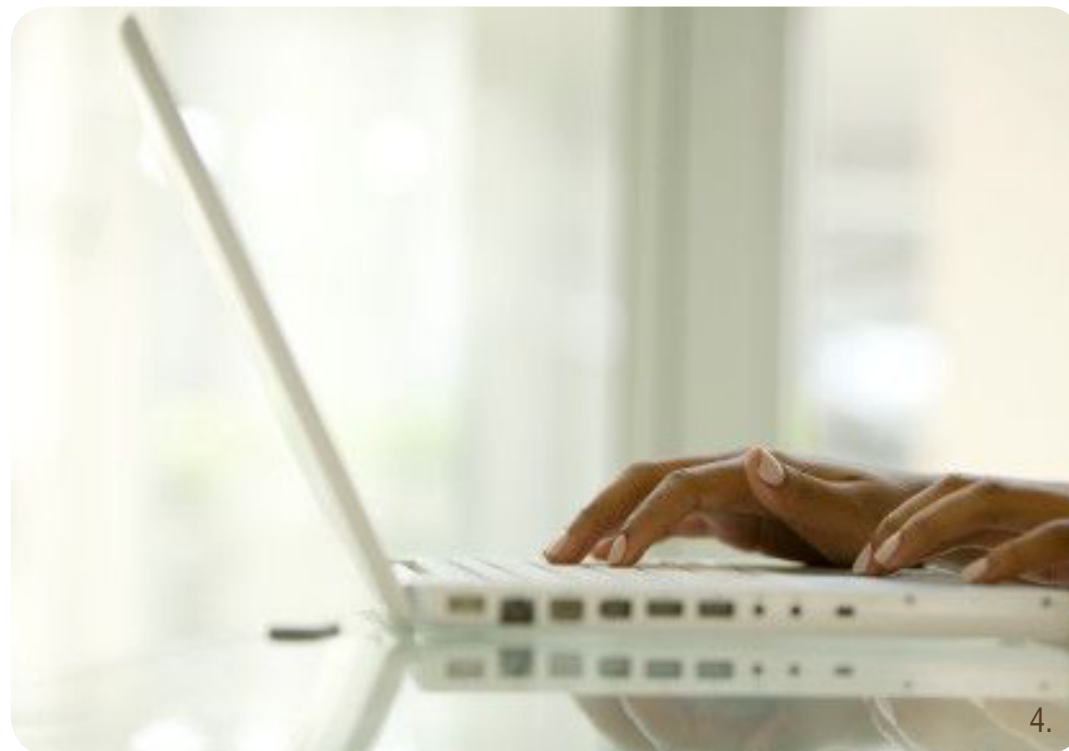




BUSINESS & PLEASURE

THE CONRAD CONCLAVE







the CONRAD conclave.

The CONRAD conclave is a **signature break-out space**. Characterized in multiple expressions throughout the conference center. Cold beverages, fresh food, music, outdoor space, wired work zones, wireless technology, are key components. There are also various places to easily gather as a group, recharge or have a quiet meeting.



KEYED IMAGES

1. cold beverages conveniently available at the hydration center and throughout the conference area
2. snacks and lunches at the communal dining
3. distinctive custom CONRAD stationary and notebooks
4. quiet wired zones to steal some time on the phone or the laptop





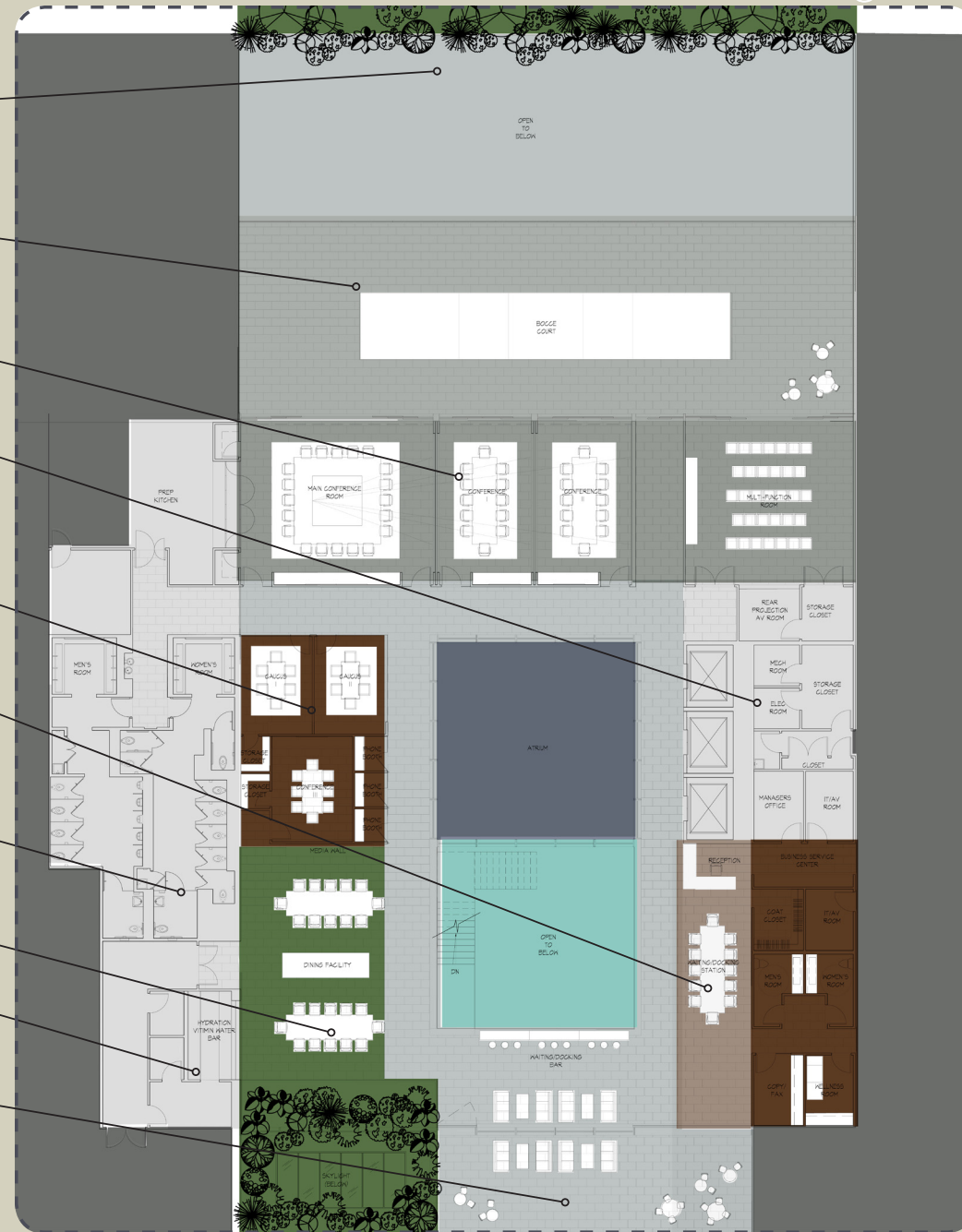
The CONRAD Istanbul provides ergonomically designed furniture in the conference rooms. After a day of business, guests can relax at the award-winning Summit restaurant at the Conrad Istanbul which showcases spectacular views of the Bosphorus connecting Europe and Asia

CONRAD ISTANBUL





- area open to below
- outdoor space with fire and bocci court
- main conference rooms and multipurpose rooms
- back of the house
- private phone pods and caucus rooms
- service node -- greeter, package and coat drop, communal waiting area with docking stations
- core, mens and womens restrooms
- dining area
- hydration station and/or service node
- outdoor connection! the ever present conrad element



the conrad conference programming diagram : key plan (nts)





the furnishings
THE CONRAD CONFERENCE

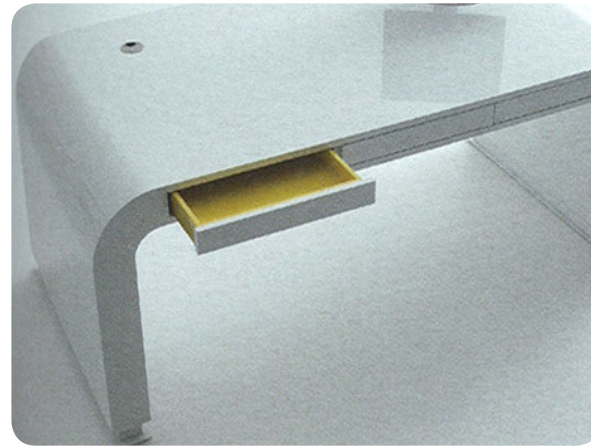
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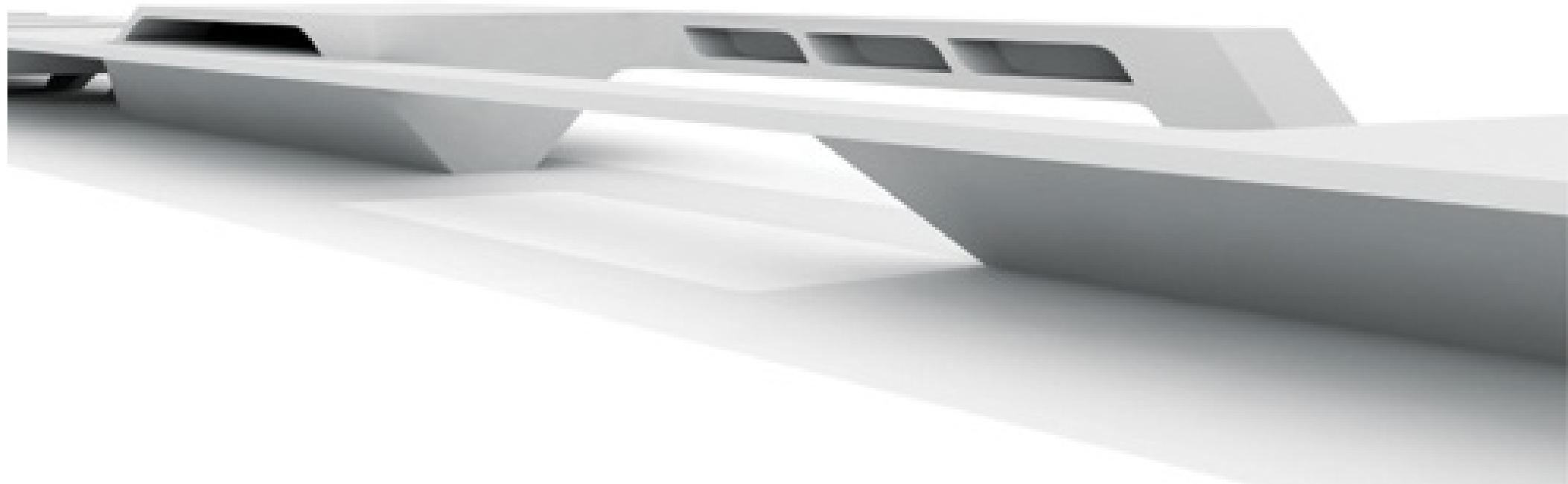
signalement



DWR



dynamobel





the furnishings
 THE CONRAD CONFERENCE