



The World's Largest Hotel Company

- Hotel Locations: 7,000+
- Brands: 30
- Hotel Rooms: 1.5M
- Associates: 750,000+
- Global Footprint: 130 Countries

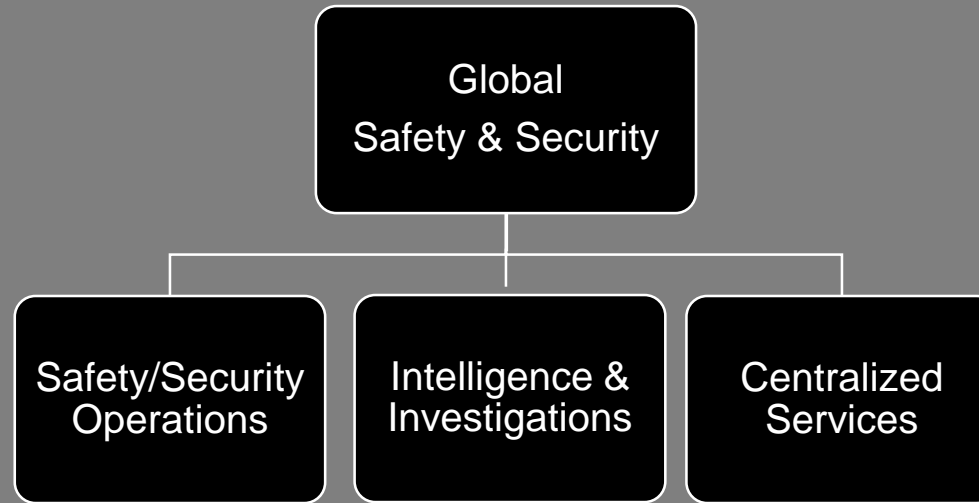
Mission Objectives

- Protect People
- Protect the Brand
- Protect Profits
- Protect Future Investment
- Be the Preferred Brand for Safety & Security



Marriott | GLOBAL SAFETY
INTERNATIONAL & SECURITY

Global Safety & Security Team



OUR BACKGROUNDS

Military
Special Operations
Law Enforcement

Intelligence
Counterterrorism
Hotel Security

What we do



Incident Reporting
Process/Programs

Central Crisis
Repository

Traveler Safety
Program



Web-Based
Training

Threat Conditions

Intelligence
Analysis



Crisis
Management
Communications

Special Event
Coordination

Crisis Compliance
Audits



Global Security
University

Global Safety and
Security
Academies

Safety & Security
Consistency
Assessments

Our Intelligence Driven Threat Condition Program

Clear



Green



Blue



Yellow



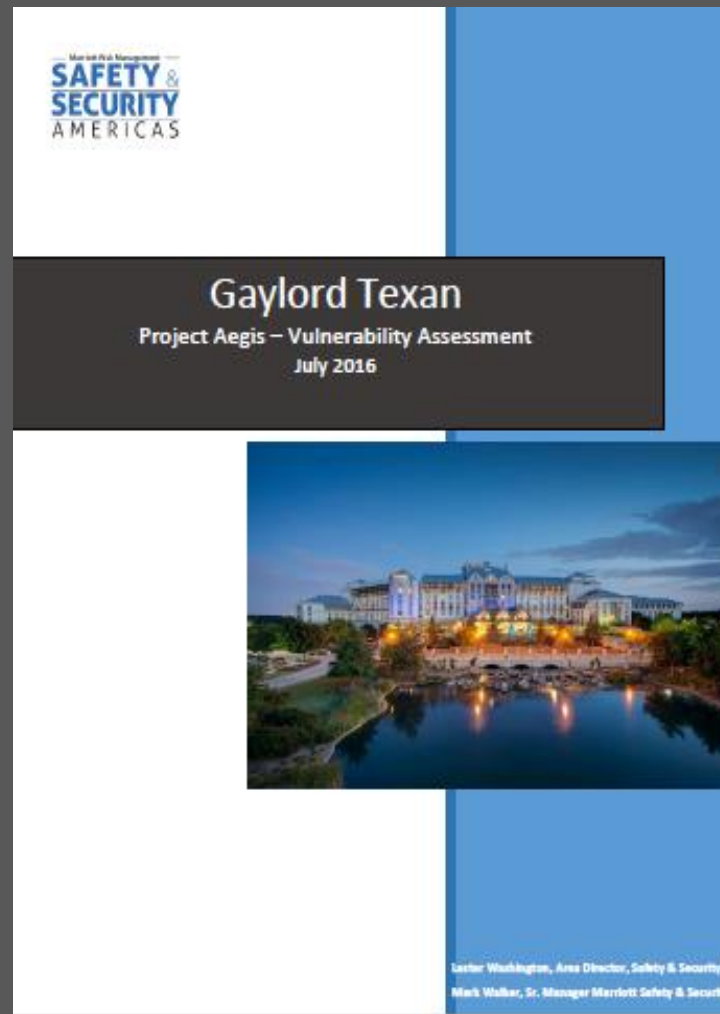
Orange



Red



Threat Assessments



Intelligence Collection



Official Sources

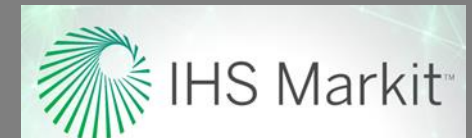
- Other government agencies
- Embassies
- Overseas Security Advisory Council

Human Intelligence (HUMINT)

- Associates
- Guests
- Security liaisons
- Professional contacts

Open Source Intelligence (OSINT)

- News
- Social Media
- Private Security Vendors/Organizations



Crisis Response

	Tier 0 HOTEL	Tier 1 MARKET	Tier 2 CONTINENT	Tier 3 GLOBAL
DEFINITION	An incident at an individual hotel that can be managed, contained, and resolved at the hotel other than incident reporting. Typically short-term in nature, and does not involve brand equity or lingering safety concerns.	An incident at an individual hotel or multiple hotels that can be contained and resolved at the hotel or within a region or area that requires support from disciplines at the regional or area levels but may require Continent activation other than the GS&S Crisis Team. Typically long-term in nature, and may involve brand equity or lingering safety concerns.	An incident impacting an individual hotel, multiple hotels or regions with the potential for wider national or international impact that requires multi-discipline support from regional, Continent and corporate level leadership.	An incident that has national or international brand consequences for Marriott International requiring senior executive support. Executive team, in most cases, will advise and counsel the Crisis Teams. In unique situations, they may become the primary response team.
ACCOUNTABLE	AVP or Account Executive	COO	Continent President	CEO
FACILITATOR	Global Safety & Security	Global Safety & Security	Global Safety & Security	Global Safety & Security
LOGISTICS	N/A	Global Safety & Security	Global Safety & Security	Global Safety & Security
LEADING	GM	FS MxM AVP (Franchise: SVP FS and SVP MSB select one FS AE and MSB AE to be Activated)	Continent President or Designee	General Counsel
ACTIVATED	<ul style="list-style-type: none"> • GM • On Property Resources • Continent Crisis Communications 	<ul style="list-style-type: none"> • Area / Regional Discipline Team (Sales, Finance, Operations, PR, etc) • Franchise Account Executive • MxM GMs • PR • Continent Crisis Communications 	<ul style="list-style-type: none"> • OFS • Continent Sr. Leaders • Continent Discipline Team • PR • Global Crisis Communications 	<ul style="list-style-type: none"> • Enterprise Crisis Team • PR • Global Crisis Communications
INFORMED	<ul style="list-style-type: none"> • PR • Managed AD or AVP or Franchise Account Executive & Management Company 	<ul style="list-style-type: none"> • OFS • CLS • Continent Leadership Team • Continent Discipline Teams <p>(Franchisees & Franchise Mgmt Co's not present on crisis calls; represented by designated AE)</p>	<ul style="list-style-type: none"> • CEO • Enterprise Crisis Team 	<ul style="list-style-type: none"> • Board of Directors
EXAMPLES	<ul style="list-style-type: none"> • Isolated minor accidents • Short-term power outages • Naturally caused deaths • Contained Norovirus 	<ul style="list-style-type: none"> • Natural disasters • Localized public demonstrations impacting / potentially impacting normal operations • Unusual, widespread or extended Norovirus or mold incident • Incident resulting in potential hotel closure 	<ul style="list-style-type: none"> • Incidents spanning more than one AVP • Boston Bombing • Increased threat condition formally announced by DHS • Active shooter 	<ul style="list-style-type: none"> • 9/11 • China survey incident • Jakarta bombings

Marriott International Confidential & Proprietary

TIER 0 INCIDENTS

INCIDENTS REQUIRING SUPPORT

Norovirus / FBI Incidents
Fire Evacuations
Human Trafficking / Arrests
Suicides
Bomb Threats



TIER 1 INCIDENTS

ESCALATED SUPPORT REQUIRED

Hurricanes
Wildfires
Legionella
Protesting



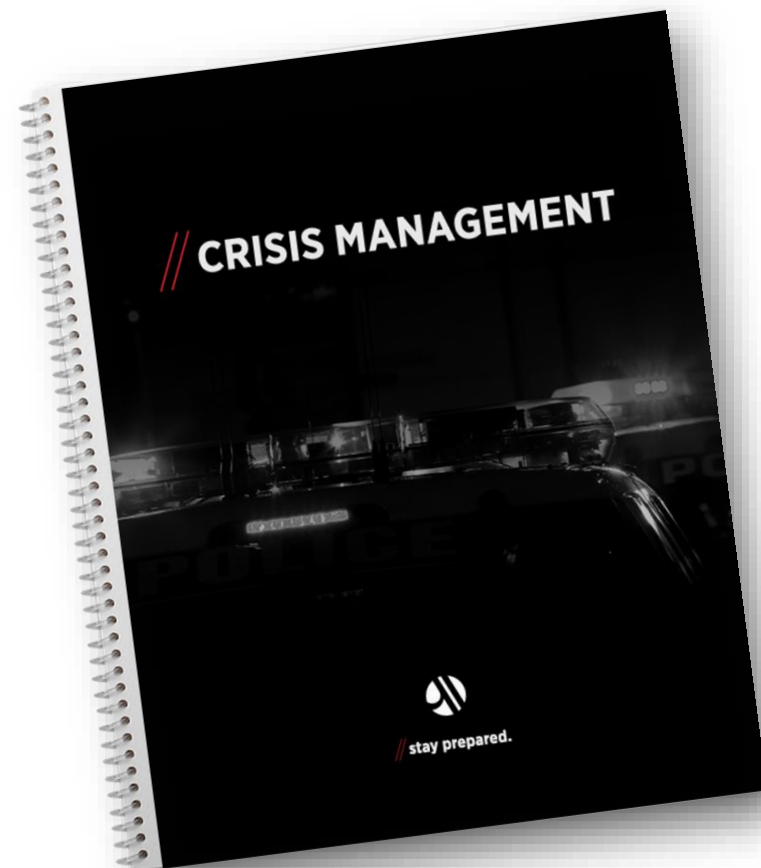
HIGH RISK EVENTS

ADVANCE SUPPORT REQUIRED

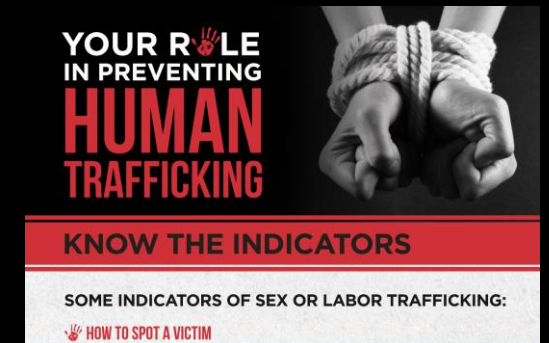
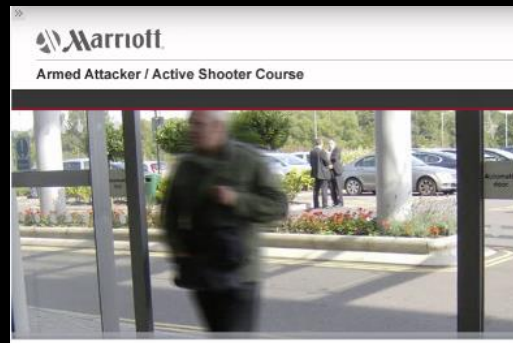
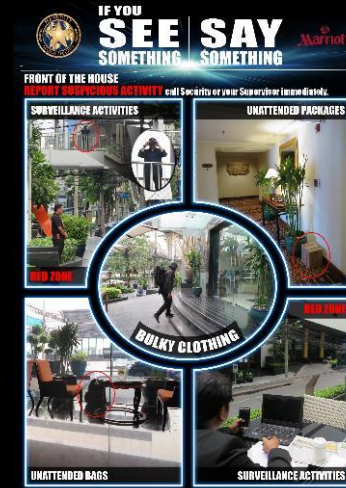
Super Bowl
DNC-RNC Conventions
New Years Celebrations
Protesting
Parades and music festivals



Crisis Incident Tool Kits



PROMOTE SECURITY AWARENESS





*"Success lies
in the details."*

Questions

