



## WORKING GROUP CHARTER REQUEST FOR APPROVAL

1. **Working Group Name:** China Working Group
  
2. **Approval Requested.** *Check one.*
  - New working group (approval)
  - Existing working group (re-charter)
  
3. **Chairperson(s).** *Name, title and company.*
  - Will Shao, Director Distribution Strategy Greater China, IHG
  - Alex Jin, Director of Business Development, China Online
  
4. **Board Liaison(s).** *Name, title and company. May be a chairperson.*
  - Anson Lau, Managing Director, Shiji Distribution Solutions
  - Duane Overgaard, Vice President and GM, Connectivity, DerbySoft
  
5. **Date of Request:** September 23, 2017  
*Date of submission to HEDNA board for approval.*
  
6. **Requested Charter Length:** 24 months  
*Initial charter is for a maximum of 24 months. Working groups may be re-chartered at the end of the charter term, either to complete their initial objectives, or to progress to subsequent phases. Charter duration begins upon first official posted working group meeting.*
  
7. **Vision.** *Briefly describe the goal (optimal future state) and reason for existence.*  
Raise HEDNA profile and gain engagement for HEDNA in China.



8. **Mission.** *Briefly describe at a high level what the working group will do, for whom, and how.*  
Develop HEDNA awareness in the Greater China market, and create an impression of what's HEDNA doing for China hospitality industry. Also consistently drive more and more users for HEDNA U course.
9. **Business Problem.** *Briefly outline the business problem(s) that the working group will address. Do not describe the solution.*
  - Payment solutions in GC
  - Promote industry education via the HEDNA University courses
  - Increase HEDNA membership in GC
10. **Objectives.** *Briefly outline the specific objectives of the working group.*
  - Facilitate various payment options for local chain and independent hotels.
  - Facilitate HEDNA U for more China members with a simplified Chinese translation and a reasonable online registration fee.
  - Raise awareness of HEDNA and engage new members
11. **Deliverables.** *Identify key deliverables and end results, including dates for each. Deliverables may include, amongst other things, internal documentation, external facing progress statements, white papers, best practices and guidelines. Working groups should produce the first deliverable within 6 months, and at least one publication every 12 months.*
  - Schedule a March/April 2017 networking meeting (approximately 30-40) in Shanghai (July/August for Beijing) and invite key people from the hospitality industry (Hotels, OTA, Connectivity companies etc.) in order to introduce general HEDNA awareness and promote the HEDNA U course.
  - Create and official HEDNA WeChat account and announce any new updates and HEDNA U related information.
  - Explore partnership with Travel Daily
  - Attend the first ITB in China, March 2017 in Shanghai in order to promote HEDNA and in China.



12. **Future Phases.** *Objectives that extend beyond the initial charter should be identified as future phases that will be subject to extension of the working group charter. To the extent possible, describe any future phases expected for the working group.*

TBD

13. **Issues / Concerns.** *Identify issues or concerns requiring board consideration, such as potential conflicts of interest or issues that contravene HEDNA's code of conduct.*

In order to create a WeChat account in order to communicate and deliver content to all GC users, we will need support from a third party company to do the translation and assist developing content for the WeChat account.

14. **Meeting Plans.** *Outline the expected frequency and format of working group meetings, including online meetings, in-person meetings and conference calls.*

Initially monthly conference calls. Once a group of 8-10 become actively engaged, we will revisit the timing accordingly.

15. **Deviation from Working Group Norms.** *Identify any substantial expected deviation from the working group norms (see separate document).*

None known at this time

16. **Working Group Composition.** *Identify the required and desired companies to participate in the working group. Ideally, specific companies should be identified but participants may also be classified by business type, sector, geography, or other category. To the extent that specific individuals are identified or confirmed, please note accordingly.*

None known at this time

**Required Participants:**

We require the participation of local and global chains, independent hotels, OTAs, Wholesalers, Connectivity companies, supporting technology companies, etc. that have a presence in Greater China.

**Desirable Participants:**

DerbySoft, hoteliers located in GC, Meituan, C-Trip, Tuinu, Alibaba/Alitrip (Fliggy), Elong



**17. Project Plan:** *Outline the project plan for the working group, including timelines for major deliverables. This should be in sufficient detail to enable the board to assess the planned approach, feasibility and timing, and to enable the working group members to see a clear path to completion, understand their role and schedule their time accordingly.*

March 1, 2017: Have full list of targeted companies/persons for April event in Shanghai

March 8, 2017: Confirm venue, budget and send invitations

Mid-late April, 2017: Host informal HEDNA event in Shanghai

April: Work with Kellen to get HEDNA material (Business cards, etc.) in Chinese

May: Attend ITB to promote HEDNA

June 2017: Attend HEDNA Dublin for working group session and session to educate European attendees

July 1, 2017: Have full list of targeted companies/persons for August event in Beijing

July 8, 2017: Confirm venue, budget and send invitations

Mid-late August 2017: Host informal HEDNA event in Beijing

September, 2017: Solicit attendees of prior 2 events to actively engage as the working group and begin working on a payment solution for GC