



MARKETING WITH **IMPACT**
Your Single Source for the Knowledge and Tools You Can Use

This edition of Marketing With Impact will be posted on [Live Wire](#). If you would like to add anyone to the distribution list, please email ExecuStayMarketing@oakwood.com.

Week of September 30, 2013

GENERAL ANNOUNCEMENTS

Press Releases

[Oakwood Worldwide® Announces New Vice President in Asia Pacific](#)

September 24, 2013 - Oakwood Worldwide announces the addition of Tabatha Ramsay as vice president of sales, marketing and revenue management. This release was posted to the Oakwood and ExecuStay Linked In and Facebook pages on September 24. Be sure to "like" and share it within your networks.

[Oakwood Worldwide® Expands Presence in Seattle with New Via6 Apartments](#)

September 26, 2013 - Oakwood Worldwide announces enhancements to its apartment portfolio in downtown Seattle. The furnished, corporate residences at the newly constructed Via6, a 24-story, mixed-use development, feature a unique set of retailers and hotel-like amenities. This release was posted to the Oakwood and ExecuStay Linked In and Facebook pages on September 26. Be sure to "like" and share it within your networks.

Find all press releases and news coverage on the Oakwood Worldwide [newsroom](#).

Industry Articles on Current Trends in Global Housing

[Mail & Guardian](#) explains that while migrant labor was once the domain of poorly skilled workers and higher-paid employees who were relocated by their companies on long-term contracts, global demand is now seeing a growth in short-term migrant labor practices among skilled employees.

A report by [PwC, Talent Mobility: 2020 and Beyond](#), found that the number of workers taking on global assignments is expected to increase by 50% in the next decade. The main reasons cited were skills shortages - particularly in emerging markets - and a workforce looking for new experiences, particularly with the emergence of a new workforce dubbed the "millennials", who are choosing to work outside their home country during their career.

SALES TEAM UPDATES

Tradeshows

As part of our integrated partnership with Forum for Expatriate Management, Oakwood Worldwide will be participating in the [Americas Global Mobility Summit](#) this week at the JW Marriott Resort and Spa in Las Vegas. Oakwood Worldwide's Gold Sponsorship of the event includes an exhibit during the conference and presentation of the Best Global Mobility Program in the Technology/Telecommunications Sector at the [EMMA Awards](#) Gala Dinner taking place on Thursday Evening. We are promoting this event with social media posts on the Oakwood Worldwide and ExecuStay Facebook and LinkedIn pages.





If you have any questions regarding Brand on Demand, the CustomPoint Print Portal and other general marketing inquiries, please reach out to the Marketing Team at ExecuStayMarketing@oakwood.com.

This email was sent to: cgalutera@oakwood.com

This email was sent by: Oakwood Worldwide
2222 Corinth Ave. Los Angeles, CA 90064 USA

© Oakwood Worldwide 2013. We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [One-Click Unsubscribe](#)