



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 October 21, 2013

GENERAL ANNOUNCEMENTS

Quarterly Client Newsletter

The latest edition of the quarterly client newsletter was distributed to Oakwood Worldwide clients on October 16th. Featured in this issue was the press release "Oakwood Worldwide Named #1 Temporary Housing Provider by Transferees", highlighting our continued excellence in customer service. Also included was an "Oakwood Worldwide in the News" section with recent thought leadership published in industry trade journals and additional press releases, "Team Highlights" discussing company promotions and new hires, and sections promoting our global locations and presence at upcoming tradeshow.

The screenshot shows a newsletter layout with the following sections:

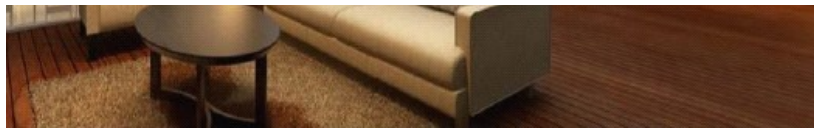
- Header:** "View in Browser" and "1 (877) 234-6667".
- Navigation:** "OAKWOOD WORLDWIDE", "NEWS", "FEATURED LOCATIONS", "TRADESHOWS".
- Main Article:** "OAKWOOD WORLDWIDE NAMED #1 TEMPORARY HOUSING PROVIDER BY TRANSFEREES". Text describes the company's success in the 2013 Nationwide Relocating Employee Survey. Includes a "Read More" button.
- Section: OAKWOOD IN THE NEWS**
 - FEELING AT HOME NOW?** Article about larger floor areas and amenities. Includes a "Read More" button.
 - OAKWOOD WORLDWIDE EARNS SPOT ON THE 2013 INFORMATIONWEEK 500** Article about being a top technology innovator. Includes a "Read More" button.
 - ANNOUNCING THE FIRST OAKWOOD BRAND FRANCHISEE** Article about Mansell Lodging and Development. Includes a "Read More" button.
 - WHY SOME POLICYHOLDERS NEED CREATIVE, CUSTOMIZED TEMPORARY HOUSING PROGRAMS** Article about insurance housing solutions. Includes a "Read More" button.
- Section: OAKWOOD WORLDWIDE TEAM HIGHLIGHTS**
- Section: FEATURED GLOBAL LOCATIONS**
 - ABERDEEN, SCOTLAND:** Description of luxury apartments. Includes a photo.
 - PUNE, INDIA:** Description of upscale Koregaon Park location. Includes a photo.
- Section: SEARCH BY GLOBAL DESTINATIONS**
 - Buttons for: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA, ASIA PACIFIC, LATIN AMERICA.
- Section: STOP BY THE OAKWOOD WORLDWIDE BOOTH AT THESE UPCOMING TRADESHOWS**
 - First Party Claims Conference, Booth #18** (Wenatchee, WA, October 21-23)
 - PLR Eastern Regional Adjusters Conference, Booth #204** (Cary, NC, October 29-30)
 - ERC - Global Workforce Symposium, Booth #227/229** (Dallas, TX, October 23-25)
 - FEM - European Global Mobility Summit** (London, UK, November 5)
 - Consulting Magazine's Consulting Summit** (New York, NY, October 24)
 - UTREC, Booth #822** (Orlando, FL, December 2-5)

If you have questions, or article suggestions for future newsletters, please contact [Ilyssa Sadagursky](#) or [Kindra Bradley](#).

Oakwood® Expands Footprint in India with New Bangalore Property

Oakwood in Asia Pacific announces the opening of Oakwood Residence Prestige Whitefield Bangalore on October 5th, 2013. The announcement was posted to the Oakwood Asia Pacific Facebook page on October 17th. Please be sure to "like" and share it within your networks. Find all press releases and news coverage on Oakwood in Asia Pacific [here](#).





SALES TEAM UPDATES

Consulting Vertical Update - Consulting Summit 2013 / Consulting Vertical DPC

Oakwood Worldwide is proud to be a Silver Sponsor of Consulting® Magazine's Consulting Summit in New York City on October 24th. This year's premier networking event features a full day of interactive sessions discussing topics such as: heavy regulatory burdens, volatile economic conditions, and rigorous global competition. To learn more about this event, click [here](#).

Oakwood Worldwide recently sponsored a webinar with Consulting Magazine on "Road Warriors: Solving the Work/Life Balance Crisis".

Should you have any questions regarding any of these topics, please contact [Terri Jean Charles](#), Marketing Manager.

Worldwide ERC® 2013 Global Workforce Symposium on October 23-25

Oakwood Worldwide will be participating in the Worldwide ERC® 2013 Global Workforce Symposium this week in Dallas, TX. The conference is dedicated to the global workforce mobility industry and provides a great opportunity to network with relocation industry leaders. Oakwood Worldwide's integrated marketing plan surrounding this conference includes:

- 1 Platinum Sponsorship With Logo Recognition (conference bag, session handouts, and badges)
- 1 Custom Exhibit (10 x 20) - "Corporate Housing Success Begins With the Right Partner"
- 1 Booth Game with Prizes
- 1 Event Media:
 - o Mobility Magazine Ad Promoting Exhibit (October & November Issues)
 - o Worldwideerc.org Top Banner Ad (Month of October)
 - o GWS Full Page Conference Program Ad
 - o Social Media Posts on Oakwood Worldwide and ExecuStay Facebook and LinkedIn

In a city of 248 dialects, Oakwood Worldwide® ensures your corporate housing needs are understood.

When a large US-based company needed housing in Shanghai, we tapped our vast global network to find just the right solution.

Our supply chain partnerships and extensive worldwide inventory enabled us to easily fill our client's needs and create flexible arrangements that could adapt with their business.

Our efforts quickly translated into increased reach and staying in a new market for our client with Oakwood Worldwide. It doesn't matter whether opportunity takes you to Shanghai, Stuttgart or St. Louis. We have the connections to accommodate your most unique corporate challenges.

Chicago London Shanghai

Visit us at the 2013 Worldwide ERC® Global Workforce Symposium Booth 227/229

This is just one example of how we partner with our clients to develop innovative housing solutions. Find out what we can do for your organization. [Oakwood.com](#) | [ExecuStay.com](#) | 1.877.388.8980

Oakwood WORLDWIDE®

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October Mobility Magazine Ad

When London came calling, Oakwood Worldwide® answered.

A US-based tech company needed housing near a specific London venue during a festival. They wanted a "home-like" experience, so we tapped our extensive global network of serviced apartments and delivered the perfect solution.

Despite limited availability, we found a variety of suitable apartments in close proximity to their desired location, and provided a custom solution with the flexibility to accommodate varying lengths of stay.

In their words, we made their first experience with serviced apartments "exceptional", and in turn, they requested us with more global business. At Oakwood Worldwide, we always answer the call wherever and whenever you need us.

Chicago Shanghai London

Visit us at the 2013 Worldwide ERC® Global Workforce Symposium Booth 227/229

This is just one example of how we partner with our clients to develop innovative housing solutions. Find out what we can do for your organization. [Oakwood.com](#) | [ExecuStay.com](#) | 1.877.388.8980

Oakwood WORLDWIDE®

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Nov Mobility Magazine & Conference Program Ad

WORLDWIDE ERC® THE WORKFORCE MOBILITY ASSOCIATION

INTRODUCING... **G·M·S·T**

Global Mobility Success Through Technology

Register today! OCTOBER 23-25 • DALLAS, TX • ONE CONFERENCE • ONE VENUE • ONE LOCATION • ONE EXPERIENCE

Our website and network the world's mobility professionals. Corporate/Government HR Professionals. Find out what we can do for your organization. [Oakwood.com](#) | [ExecuStay.com](#) | 1.877.388.8980

Featured Resources: What Members are Seeking, Member Companies, eConnections

Mobility Service Professionals, Real Estate Professionals, Specialty Mobility Companies

Apple, Inc., Blue Crossing Corporation, Dell, Inc., Ford Motor Co.

WorldwideERC.org Banner Ad

If you have any questions regarding the conference or marketing collateral, please contact [Jennifer Spartin](#).

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.

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