January 2016







THE RITZ-CARLTON REWARDS*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT					1 New Year's Day	2
3	4 Concierge	5 eNews PO Benefits	6	7 MegaBonus Preview Solo	8	9
10	11 Concierge	12 Protea/Delta Solo	13 MI NALO & BPP METT RC METT	14	15	16
17	18 ML King Day Concierge	eNews - In Language MRCC	RC eNews	PO Destinations	22	23
24	Concierge RC Segment Solo	26 Hotel Specials PO Offers	MI ILO METT RC METT MegaBonus Announcement Solo	28	29	30
31	Automated Campaigns 1. Welcome & EES, deploys of the Campaign	Reminder, deploys Thursdays Anniversary, deploys daily April thru October osures, deploys Wednesdays aily s Fridays	9. Abandon Search, d 10. NearLevel, deploy 11. Incent Redemption 12. Post-Redemption, 13. Anniversary, deploy 14. Achievers, deploy 15. The R-C Stayer Re 16. The R-C Early Acti	ys Tuesdays n, deploys Mondays deploys daily oys daily s daily eactivation, deploys daily	17. RCR/MR Dupes, 18. Points Expiration 19. MRCC Anniversa	, deploys daily

February 2016









Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT	1 Concierge	2 Groundhog Day eNews PO Benefits	3 RCRCC	RC Passport	Fall MegaBonus Scorecard	6
7	8 Chinese New Year Concierge	9	10 MI NALO & BPP METT RC METT	PO Destinations	12 Lincoln's B-Day	13
14 Valentine's Day	15 Presidents' Day Concierge	16 eNews In-Language MRCC ECM Newsletter	RC eNews Streamlined Enroll Solo	Silver Focus Relationship Solo	19	20
21	Concierge	Hotel Specials PO Offers	24 MI ILO METT RC METT	25	26 Freddie's Solo	27
28	Concierge RC Segment Solo Portuguese METT Solo					
	Automated Campaigns 1. Welcome & EES, deploys daily 2. Hello Again & Hello Again Reminder, deploys Thursdays 3. The R-C Happy Birthday & Anniversary, deploys daily 4. Renewers, deploys daily, April thru October 5. Win Back Reminders & Closures, deploys Wednesdays 6. Happy Birthday, deploys daily 7. Early Engagement, deploys Fridays 8. Win Back, deploys Tuesdays		 9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily 		17. RCR/MR Dupes, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily	

March 2016







	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is N Green is Orange	s RCR/RC		1 eNews PO Benefits	2	3 Elite BuyBack Solo	4	5
6		7 MegaBonus Registration Reminder	8 Freddie's In-Language Solo	9 MI NALO & BPP METT RC METT	10	11 ShopMarriott Solo	12
13	Daylight Saving	14 Taste of Gold	15 eNews In-Language	16 RC eNews	17 St. Patrick's Day Destinations PO Destinations	18	19
20		21	MRCC	MI ILO METT RC METT	24 Leisure Informational	25 Good Friday Freddie's Follow Up Solo	26
27	Easter	28 Portuguese METT Solo	Hotel Specials PO Offers	MegaBonus Registration Reminder in Lang	31 PO Nonmember Solo		
		Automated Campaigns 1. Welcome & EES, deploys d 2. Hello Again & Hello Again 3. The R-C Happy Birthday & 4. Renewers, deploys daily, A 5. Win Back Reminders & Clo 6. Happy Birthday, deploys da 7. Early Engagement, deploys	Reminder, deploys Thursdays Anniversary, deploys daily pril thru October osures, deploys Wednesdays aily	10. NearLevel, deploy 11. Incent Redemption 12. Post-Redemption, 13. Anniversary, deploy 14. Achievers, deploy	9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily		deploys Thursdays deploys daily ry, deploys daily

April 2016









Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT					1 April Fool's Day	2 Destinations
3	4	5 eNews	6 RCRCC	7	8 RC Starwood Update MR Starwood Update	9
10	MegaBonus Registration Reminder #2	MRCC RCR Member Rates Solo	MI NALO METT RC METT	14	Member Rates Solo	16
17	18	eNews In-Language (exc. CN) Hotel Specials	BPP METT	RC eNews Chinese eNews	22 Earth Day	23 Passover
24	25	26 RewardsPlus Acquisition Solo	MI ILO METT RC METT	28	29	30
	3. The R-C Happy Birthday 8 4. Renewers, deploys daily, A	Reminder, deploys Thursdays Anniversary, deploys daily April thru October Iosures, deploys Wednesdays Iaily s Fridays	12. Post-Redemption 13. Anniversary, dep 14. Achievers, deplo 15. The R-C Stayer F	oys Tuesdays on, deploys Mondays n, deploys daily oloys daily	17. RCR/MR Dupes, 18. Points Expiration, 19. MRCC Anniversa	, deploys daily

May 2016









Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 eNews	4	5 RC Survey	6 Destinations	7
8 Mother's Day	9	10	11 MI NALO METT RC METT	12 RCR Global Promo	13	14
15	16 Portuguese METT Solo RCR Forced Password	17 eNews In-Language (ex. CN) RCR New Benefits Solo	18 BPP METT Chinese eNews	19 New Member Benefits Solo	20	21
22	23 Double Elite Night Credit Solo RC eNews	24 SummerBonus Solo	MI ILO METT RC METT	MRCC ECM Newsletter	27	28
29	30 Memorial Day	31 Hotel Specials				
lue is MR/MI Green is RCR/RC Drange is METT	Automated Campaigns 1. Welcome & EES, deploys d 2. Hello Again & Hello Again 3. The R-C Happy Birthday & 4. Renewers, deploys daily, A 5. Win Back Reminders & Clo 6. Happy Birthday, deploys da 7. Early Engagement, deploys	Reminder, deploys Thursdays Anniversary, deploys daily pril thru October osures, deploys Wednesdays aily	9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily		17. RCR/MR Dupe 18. Points Expiratio 19. MRCC Anniver	

June 2016







THE RITZ-CARLTON REWARDS*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT			1 RCRCC	MB Report Card Solo	3	4
5	6 Ramadan begins	7 eNews	8 MI NALO METT RC METT	9	10	11
12	13	14 Flag Day MR Solo	RC eNews BPP METT	16	17 Destinations	18
19 Father's Day	Hertz Solo	21 eNews In-Language MRCC	MI ILO METT RC METT	23	24	25
26	27	28 Hotel Specials eNews German	29	30		
	Automated Campaigns 1. Welcome & EES, deploys de 2. Hello Again & Hello Again 3. The R-C Happy Birthday & 4. Renewers, deploys daily, A 5. Win Back Reminders & Clob. Happy Birthday, deploys de 7. Early Engagement, deploys 8. Win Back, deploys Tuesday	Reminder, deploys Thursdays Anniversary, deploys daily pril thru October osures, deploys Wednesdays aily Fridays	11. Incent Redemptio 12. Post-Redemption 13. Anniversary, deploy 14. Achievers, deploy 15. The R-C Stayer R	ys Tuesdays n, deploys Mondays n, deploys daily loys daily	17. RCR/MR Dupes, 18. Points Expiration, 19. MRCC Anniversa	deploys daily

July 2016







Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT					Mid-Year Check In Solo Starwood Day of Close?	2
3	4 Independence Day	5 eNews	6 MI NALO METT RC METT	7	8 Portuguese METT Solo	9
10	11	12 EnergyPlus/NRG Home Solar Solo	RC eNews BPP METT	14	Destinations	16
17	18	MRCC eNews In-Language	MI ILO METT RC METT	21	22	23
24	25	26 Hotel Specials	27	28 Travel List Solo	29	30
31	Automated Campaigns 1. Welcome & EES, deploys d 2. Hello Again & Hello Again 3. The R-C Happy Birthday & 4. Renewers, deploys daily, A 5. Win Back Reminders & Clo 6. Happy Birthday, deploys da 7. Early Engagement, deploys 8. Win Back, deploys Tuesday	Reminder, deploys Thursdays Anniversary, deploys daily pril thru October osures, deploys Wednesdays aily Fridays	11. Incent Redemption 12. Post-Redemption 13. Anniversary, dep 14. Achievers, deplon 15. The R-C Stayer F	oys Tuesdays on, deploys Mondays n, deploys daily oloys daily	17. RCR/MR Dupes, d 18. Points Expiration, 19. MRCC Anniversar	deploys daily

August 2016

R E W A R D S....every step along the way







Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT	Portuguese METT Solo	2 eNews	3 RCRCC	4	5 Silver Focus Points	6
7	8	9 MR Solo	MI NALO METT RC METT	11	12	13
14	15	16 Hotel Specials eNews In-Language	RC eNews BPP METT	18	19 Destinations	20
21	RCR Global Promo	MRCC ECM Newsletter	24 MI ILO METT RC METT	25	26	27
28	29	30 MB Announcement Solo	31			
	Automated Campaigns 1. Welcome & EES, deploys of the Company of t	Reminder, deploys Thursdays Anniversary, deploys daily April thru October osures, deploys Wednesdays aily s Fridays	11. Incent Redemption 12. Post-Redemption 13. Anniversary, dep 14. Achievers, deplo	oys Tuesdays on, deploys Mondays n, deploys daily loys daily	17. RCR/MR Dupes, 18. Points Expiration, 19. MRCC Anniversa	, deploys daily

September 2016 REWARDS. every step along the way









Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT				1	2 Destinations	3
4	5 Labor Day	6 eNews	7 RCRCC	8	9 Hertz Solo	10
11 Patriot Day Grandparents Day	12 Portuguese METT Solo	13 CruisesOnly Solo	14 MI NALO METT RC METT	15	16	17
18	19	MRCC eNews In-Language	RC eNews BPP METT	22	23 MB Reg Reminder #1 Solo	24
25	26	Hotel Specials	28 MI ILO METT RC METT	29	30 Elite Off Track Solo	
	Automated Campaigns 1. Welcome & EES, deploys daily 2. Hello Again & Hello Again Reminder, deploys Thursdays 3. The R-C Happy Birthday & Anniversary, deploys daily 4. Renewers, deploys daily, April thru October 5. Win Back Reminders & Closures, deploys Wednesdays 6. Happy Birthday, deploys daily 7. Early Engagement, deploys Fridays 8. Win Back, deploys Tuesdays		9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily		17. RCR/MR Dupes, o 18. Points Expiration, 19. MRCC Anniversa	deploys daily

October 2016

REWARDS. every step along the way





Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT						1
2	3 Rosh Hashanah	4 eNews	5 RCRCC	6 Portuguese METT Solo	7 Destinations	8
9	10 Columbus Day	11 RewardsPlus Acquisition Solo	12 Yom Kippur MI NALO METT RC METT	13	14	15
16	17	MRCC eNews In-Language	RC eNews BPP METT	20	Engage People Solo	22
23	24	25 Hotel Specials	26 MI ILO METT RC METT	27	28	29
30	31 Halloween	Automated Campaigns 1. Welcome & EES, deploys of the Company of t	Reminder, deploys Thursdays Anniversary, deploys daily April thru October osures, deploys Wednesdays aily s Fridays	13. Anniversary, depl 14. Achievers, deploy 15. The R-C Stayer Re	n, deploys Mondays , deploys daily oys daily /s daily eactivation, deploys daily tivation, deploys daily deploys Thursdays , deploys daily	

November 2016









Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT		1 eNews	BPP METT	3	4	5 Destinations
6 Daylight Saving	7	8 Holiday Redemption Solo	9 MI NALO METT RC METT	10	11 Veterans Day	12
13	14 RC eNews	MRCC eNews In-Language ECM Newsletter	16 MI ILO METT RC METT	17	18	19
20	Portuguese METT Solo	Hotel Specials	23	24 Thanksgiving	25 Cyber Monday Solo	26
27	28	29	30			
	Automated Campaigns 1. Welcome & EES, deploys of the control of t	Reminder, deploys Thursdays Anniversary, deploys daily pril thru October osures, deploys Wednesdays aily s Fridays	9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily		17. RCR/MR Dupes, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily	

December 2016

REWARDS. every step along the way







Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT				1	Mr. Marriott Holiday Card	3
4	5 RCRCC	6 eNews	7 MI NALO METT RC METT	8	9	10
11	RC eNews	MRCC eNews In-Language	MI ILO METT RC METT	15	16	17
18	19	20 Hotel Specials	21 BPP METT	22	23	24 Christmas Eve
25 Christmas Day Chanukah	26 Kwanzaa begins	27 Destinations	28	29	Year In Review Solo	31 New Year's Eve
	Automated Campaigns 1. Welcome & EES, deploys of the Company of t	Reminder, deploys Thursdays Anniversary, deploys daily pril thru October osures, deploys Wednesdays aily Fridays	11. Incent Redemptio 12. Post-Redemption 13. Anniversary, depl 14. Achievers, deploy 15. The R-C Stayer R	ys Tuesdays n, deploys Mondays , deploys daily oys daily	17. RCR/MR Dupes, o 18. Points Expiration, 19. MRCC Anniversa	deploys daily