



Master Innholders Comms guidelines/framework

The role of communications within the Master Innholders is strategic, purposeful and values led. Our communications exist to strengthen the credibility, influence and collective voice of our Master Innholder community, ensuring that what we share consistently reflects our core objectives.

Our approach prioritises relevance over volume, focusing on activity that demonstrates support for professional development, knowledge sharing, partnership value and charitable impact within the UK hotel industry.

By maintaining this strategic focus, our communications remain a credible platform for leadership, learning and influence, therefore supporting our business goals while avoiding dilution through initiatives that sit outside of our remit or core mission.

All communications activity must directly support the core objectives of the organisation:

- Advancing professional development
- Showcasing the breadth and excellence of Master Innholders membership
- Promoting Master Innholders activity and partnerships
- Supporting charitable initiatives
- Facilitating informed, apolitical discussion

Communications will be strategic rather than reactive prioritising relevance, impact and alignment over participation in external awareness days, campaigns or events that fall outside the Master Innholder's remit. This disciplined approach ensures consistency of message, balanced representation across the membership, and a clear focus on activity that reinforces the Master Innholders' position as a professional, influential and representative community for the UK's leading hoteliers.