



2018
**GLOBAL
TOURISM
SUMMIT**

HAWAII TOURISM
AUTHORITY

*Charting the
Course*

#GTSHAWAII



OCTOBER 1-3
HONOLULU, HAWAII



Hawai'i Tourism USA

Jay Talwar

Chief Marketing Officer

Hawai'i Tourism USA

jtalwar@hvcb.org

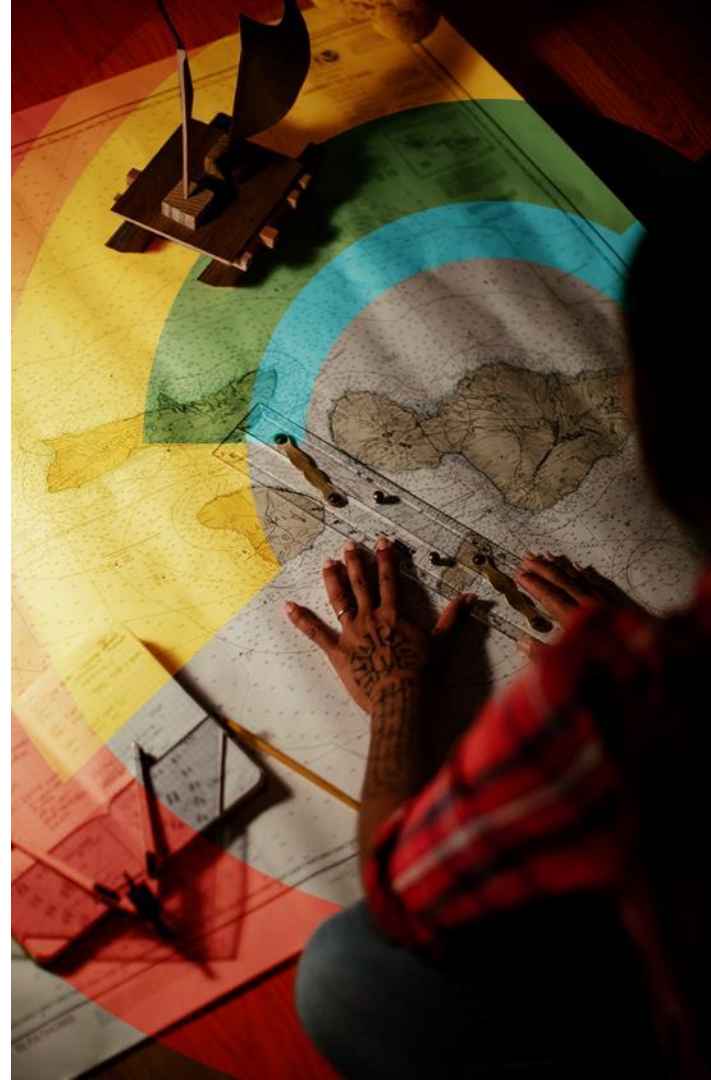


#GTSHAWAII



Agenda

- Market insights
- Travel trade
- Island of Hawai‘i recovery campaign
- NYC program
- Campaign evolution
- Meetings, conventions & incentives



Market Insights

National Overview

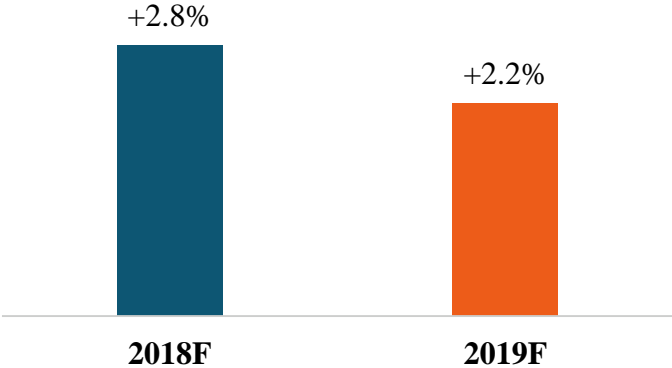


#GTSHAWAII



U.S. economy to grow, but slower in 2019

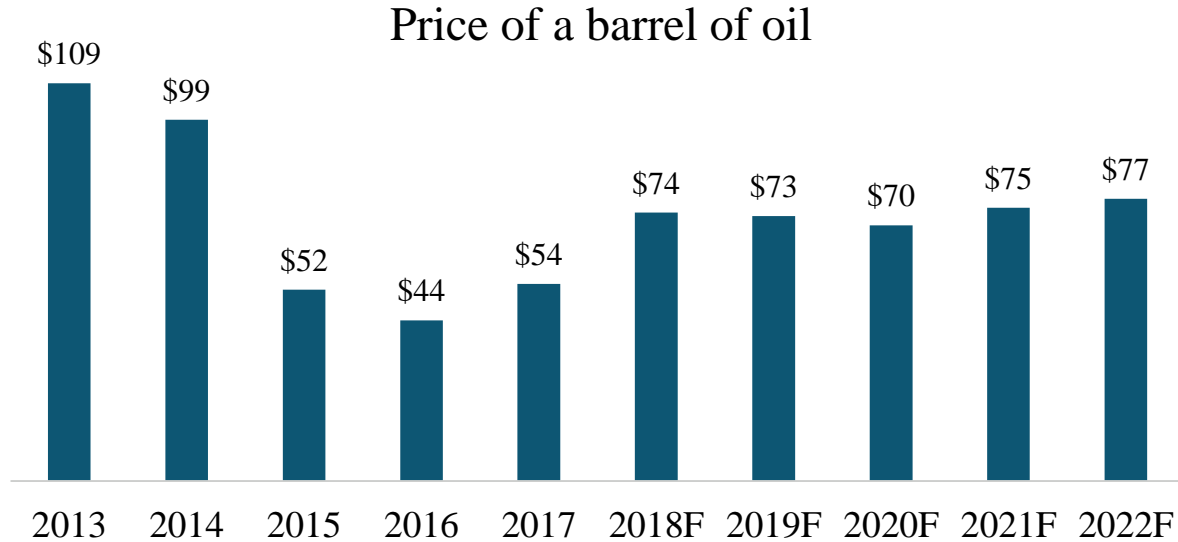
U.S. GDP forecast



Source: HTUSA analysis of Economist Intelligence Unit data



Price of crude oil hits a higher plateau

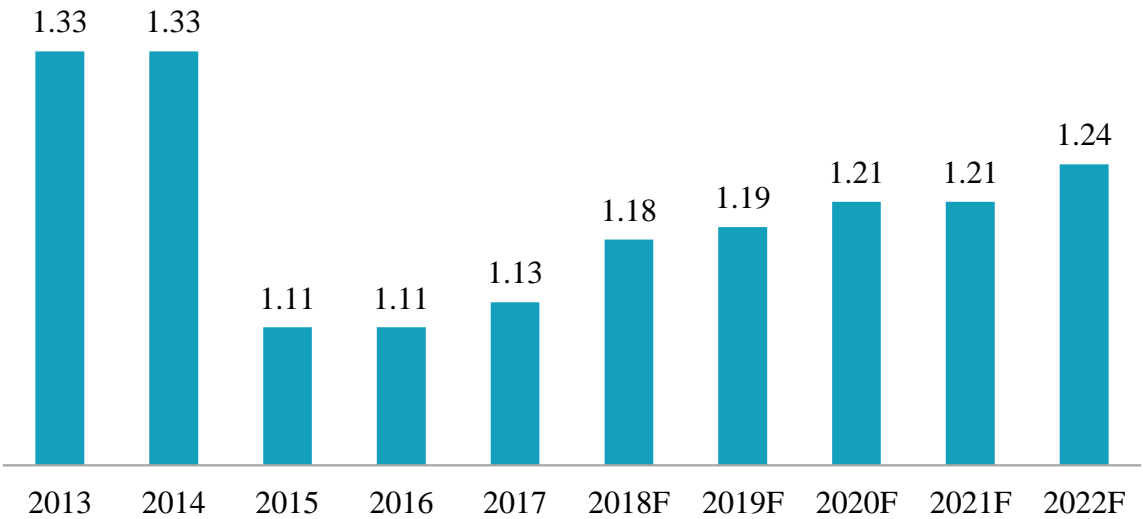


Source: HTUSA analysis of Economist Intelligence Unit data



U.S. Dollar forecasted to grow at slower rate

Exchange rate - USD:EUR



Source: HTUSA analysis of Economist Intelligence Unit data



Hotel room rates, demand continue to climb

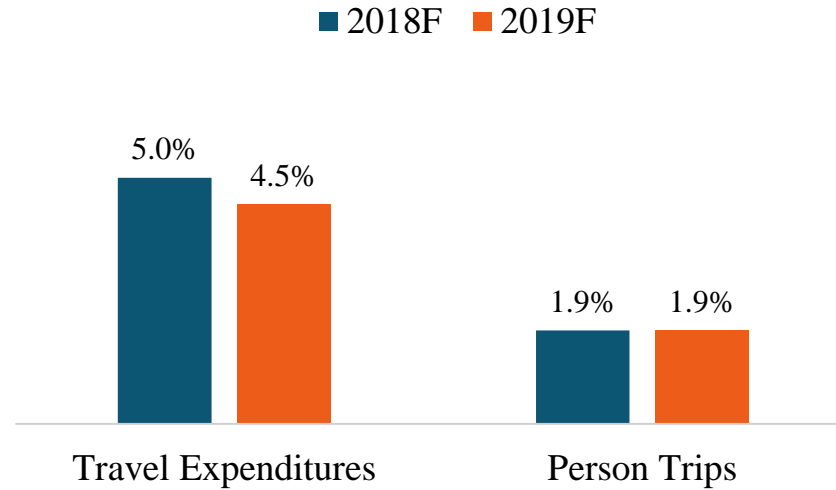
	2018F	2019F
Supply	+2.0%	+1.9%
Demand	+2.3%	+2.0%
Occupancy	+0.3%	+0.1%
ADR	+2.4%	+2.3%
RevPAR	+2.7%	+2.4%

Source: HTUSA analysis of Smith Travel Research / Tourism Economics



Domestic travel spending remains strong, trips hold steady

U.S. Domestic leisure travel forecast

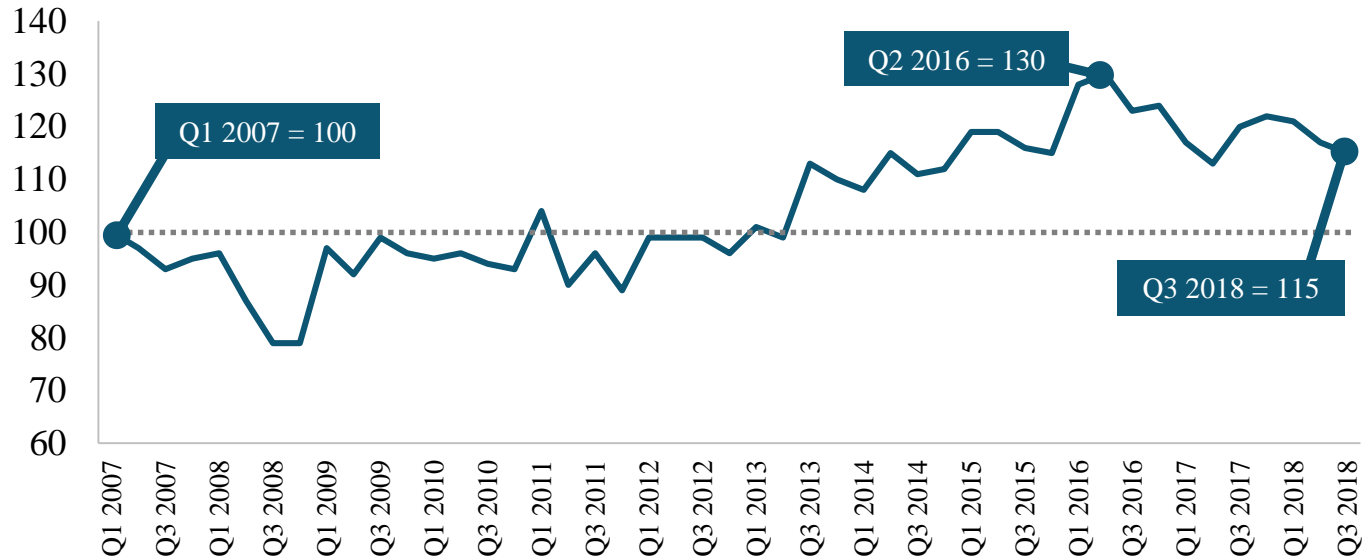


Source: HTUSA analysis of U.S. Travel Association Forecast data



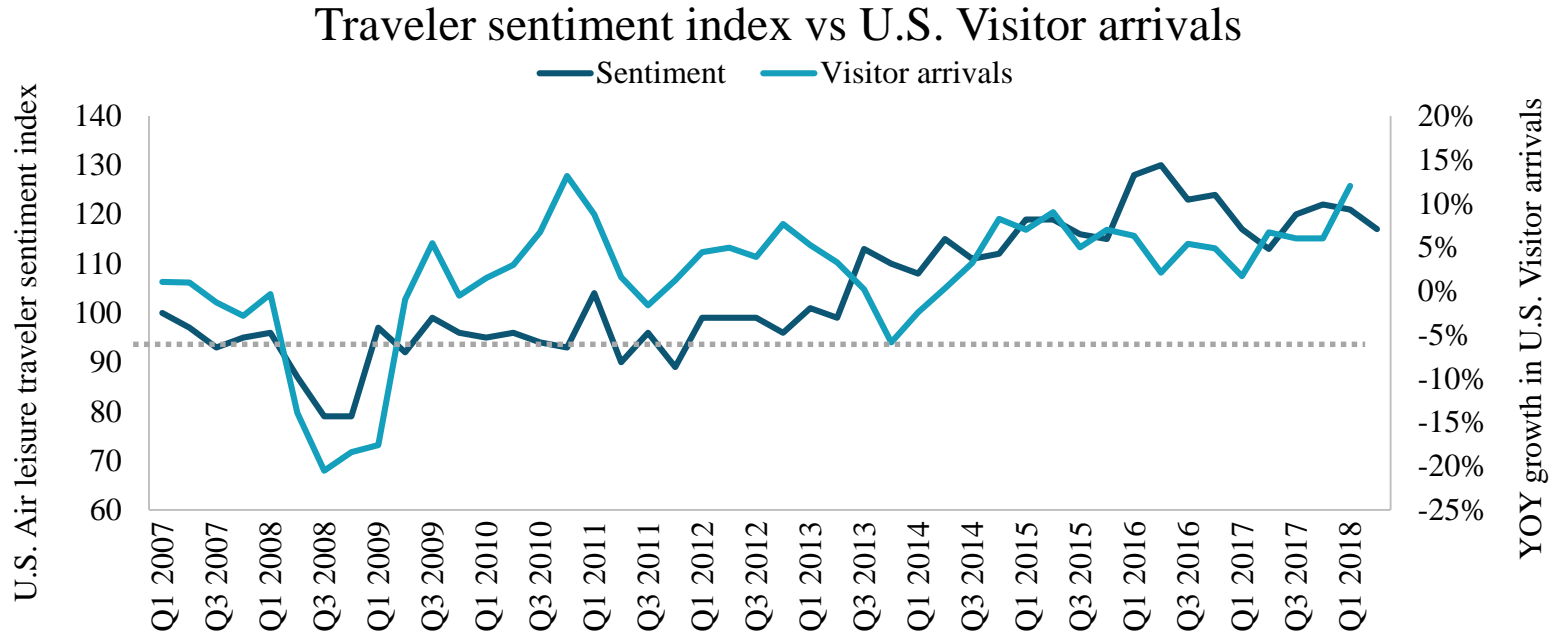
U.S. leisure traveler sentiment

U.S. Air leisure traveler sentiment index



Source: HTUSA analysis of MMGY Global travelhorizons data

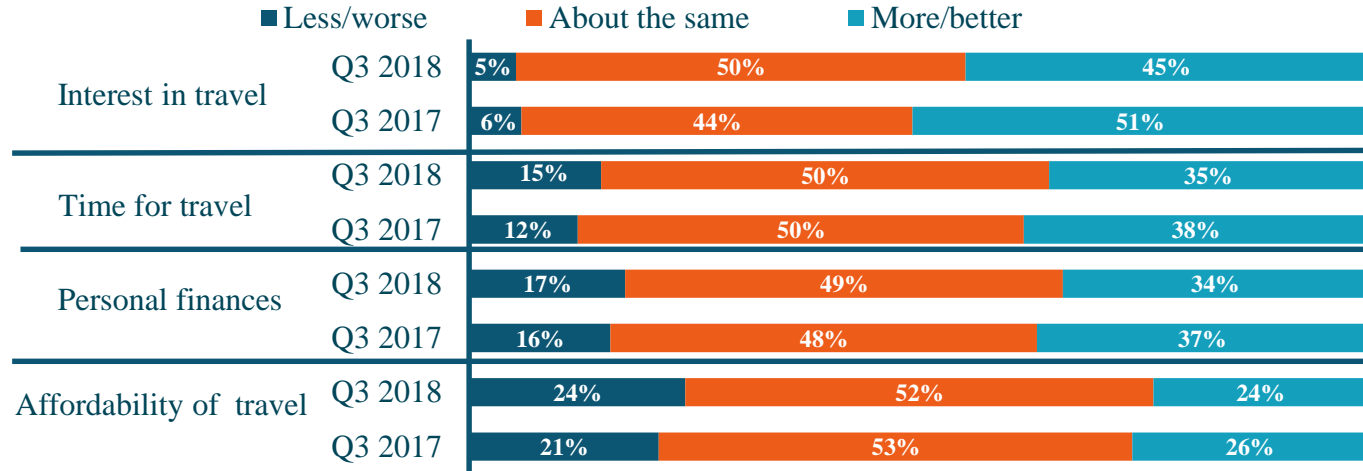
Traveler sentiment tracks closely with arrivals



Source: HTUSA analysis of MMGY Global travelhorizons data and HTA data

Personal finances and affordability begin to impact travel decisions

Compared to one year ago, how would you rate the following?



Source: HTUSA analysis of MMGY Global travelhorizons data

Market Insights

Hawai'i Overview



#GTSHAWAII



U.S. arrivals & spend continue to increase YTD through August 2018

	Visitor arrivals	Expenditures
U.S. West	2.8 million (+10.1%)	\$4.5 billion (+8.8%)
U.S. East	1.5 million (+8.1%)	\$3.2 billion (+8.3%)
Total U.S.	4.4 million (+9.4%)	\$7.8 billion (+8.6%)

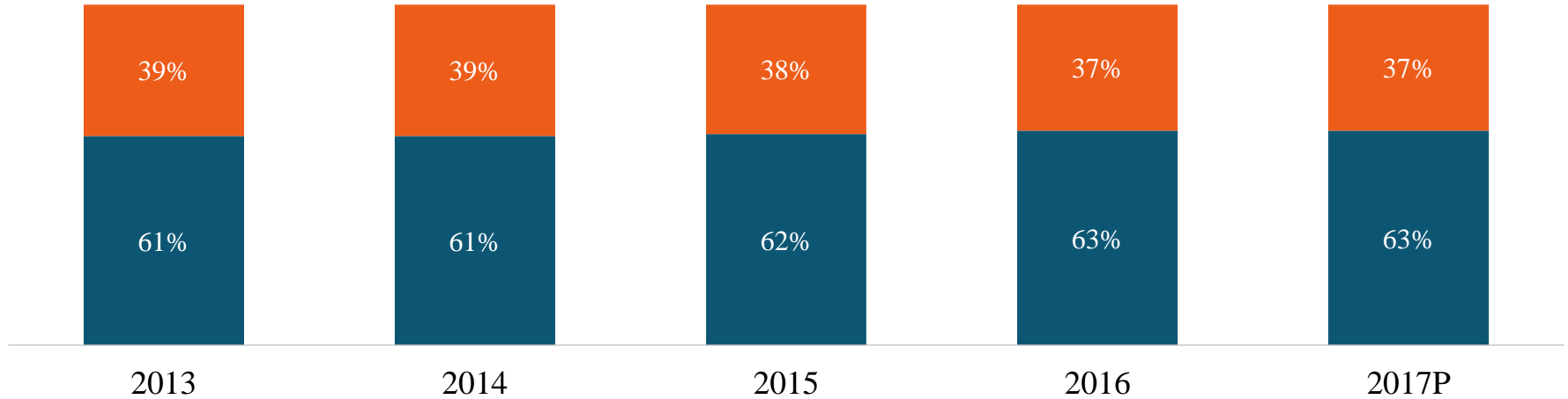
Source: HTUSA analysis of HTA data, YTD through August 2018



U.S. share of Hawai'i visitors

Share of visitor arrivals in 2017P

■ US MMA ■ Other MMAs

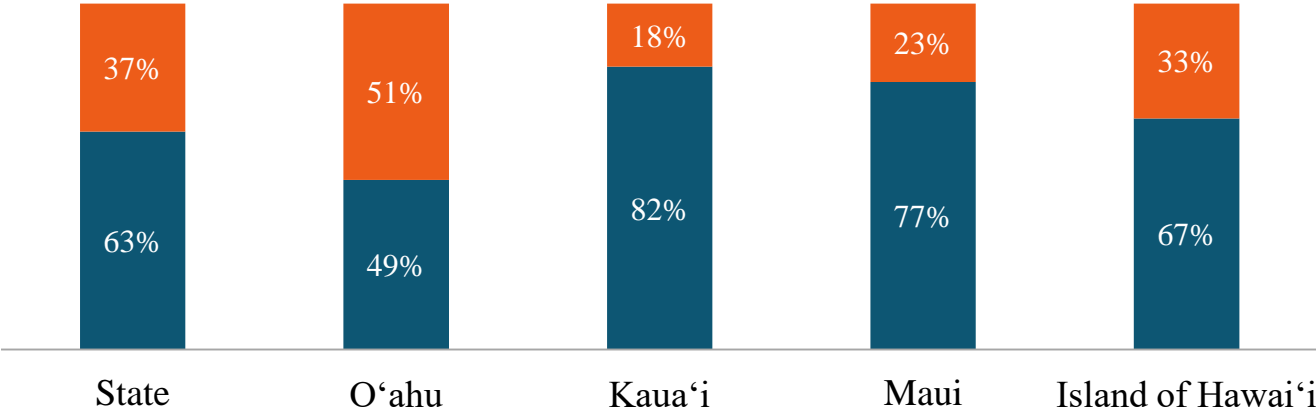


Source: HTUSA analysis of HTA 2017P data

U.S. market share by island

Share of visitor arrivals by island in 2017P

■ US MMA ■ Other MMAs

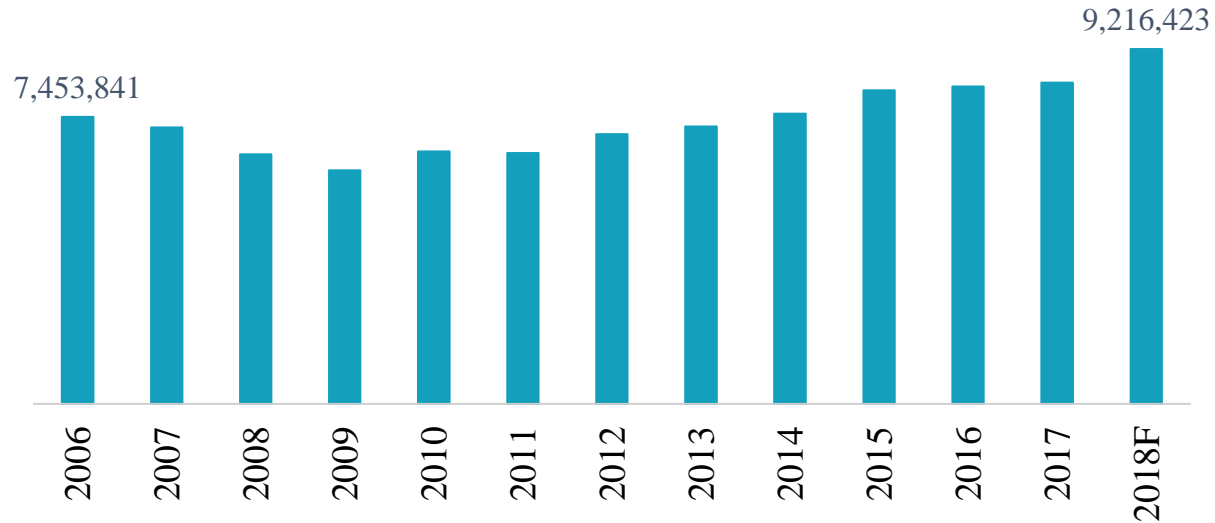


Source: HTUSA analysis of HTA 2017P data



Nonstop air seats hit record highs in 2018

Scheduled nonstop air seats U.S. Mainland to Hawai'i



Source: HTUSA analysis of Diio Mi data

Visitation to neighbor islands growing faster than O‘ahu

U.S. visitor arrivals by island – 2015 – 2017P					
	2015	2016	2017P	2017 vs 2016	2017 vs 2015
O‘ahu	2,598,272	2,667,608	2,790,818	+4.6%	+7.4%
Kaua‘i	947,729	976,499	1,042,311	+6.7%	+10.0%
Maui	1,939,384	2,048,085	2,140,759	+4.5%	+10.4%
Island of Hawai‘i	1,032,204	1,071,310	1,179,764	+10.1%	+14.3%
Neighbor Island total	3,427,655	3,603,689	3,824,733	+6.1%	+11.6%

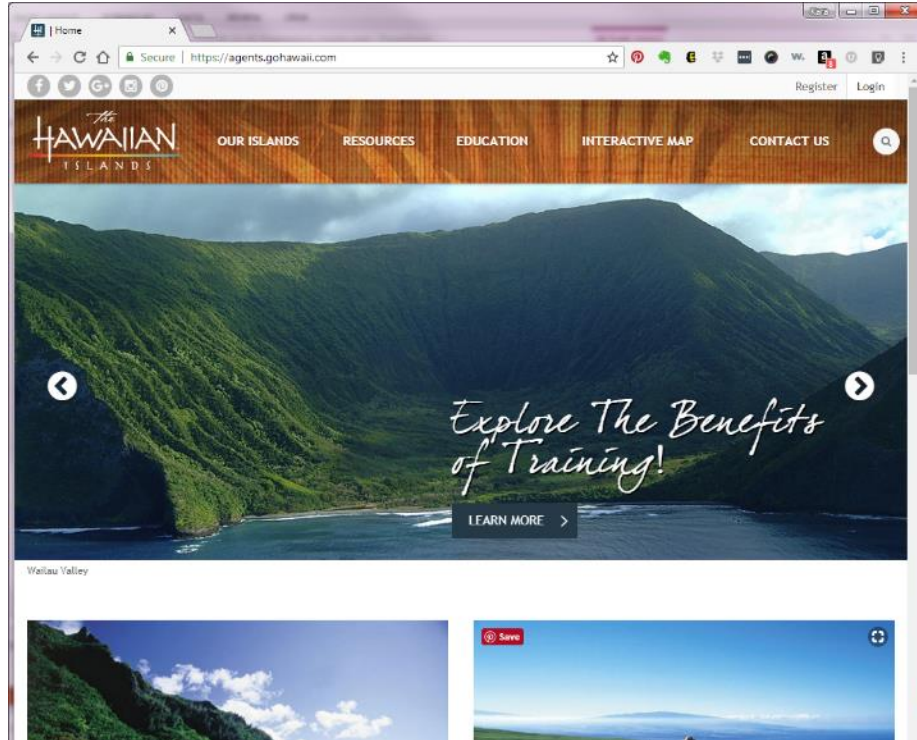
Source: HTUSA analysis of HTA data, 2015-2017P



Travel Trade



Travel trade



- ◆ Trade communications
- ◆ Travel agent portal
- ◆ Training programs – live / on-line / webinars
- ◆ Sales blitzes
- ◆ Industry conferences / tradeshow
- ◆ Tactical cooperative marketing



Travel trade major accomplishments



- ◆ *TravelAge West* – Destination for the Highest Client Satisfaction, U.S.A.
- ◆ *TravelAge West* – U.S. Tourism Board Providing the Best Travel Agent Support



- ◆ NACTA – Destination Partner of the Year



*Island of Hawai'i
Recovery Campaign*



The New York Times

UPDATE

Hawaii Eruptions Have Disrupted Tourism, but Fears May Be Exaggerated

The Hawai'i Volcanoes National Park remains closed, but the eruptions of Kilauea may actually be providing new options for travelers.

Mashable

SCIENCE

Don't let lava stop you from visiting Hawaii

Forbes

MAY 21, 2018 W 01:22 PM 15,202

2 Free Issues of Forbes

Don't Cancel Your Trip To The Big Island: Hawaii Is Not Only Safe To Visit, It Needs Our Love



Kim Westerman, CONTRIBUTOR
Luxury and family travel, food destinations, wine and coffee trends. [FULL BIO](#)
Opinions expressed by Forbes Contributors are their own.

USA TODAY

Don't let volcanoes, other irrational travel fears, ruin your summer vacation

Christopher Elliott, Special to USA TODAY Published 6:00 p.m. ET June 3, 2018

Los Angeles Times

NATION

Hawaii assures travelers it's open for business as erupting volcano makes tourists skittish

By HEIDI CHANG MAY 28, 2018 3:00 AM HONOLULU



DAILY BEAST



LAVA TRIPS



The Surprising Tourism Bump From Hawaii's Spewing Volcano



'If people are concerned, they shouldn't be,' one tourist said. 'They should come on. Other than a little haze in the air, they wouldn't know anything was happening.'



KIM STEUTERMANN-ROGERS 05:36:18 6:12 AM ET



Satellite Media Tour

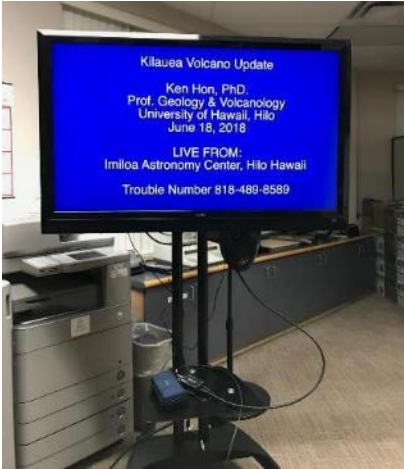


Photo Shoot – September



The evolution of a growing island



Keoni Kai Kaholoa‘a is a native Hawaiian and a Hawai‘i Volcanoes National Park guide and ranger, making him uniquely able to reconnect to the cultural aspect of the eruption while simultaneously learning the science behind it. In that way, he acts as a conduit between his colleagues at Volcanoes National Park and his community and family. His last name means “the flow of jagged rock” in Hawaiian, which identifies him as part of the Pele clan. About the eruption he says, “I wouldn’t say this is a glorious time. But it is definitely a time to reconnect you if you are not connected or didn’t know how to connect to it. With this eruption, every day is a journey with many questions being asked. And in our culture, the answer is not what people tell you, nor is it the end result; it’s throughout. The answer is the journey.”

Keoni Kai Kaholoa‘a / Park Ranger + Pele clan



Consumer Advertising



B2B channel communications

Travel Trade

- Leverage consumer communications as content to this channel
- Develop incremental cooperative sales/marketing programs

MCI

- Continue to update consistent talking points for HTUSA team and industry partner sales teams
- Meet with key clients at IMEX trade show conference

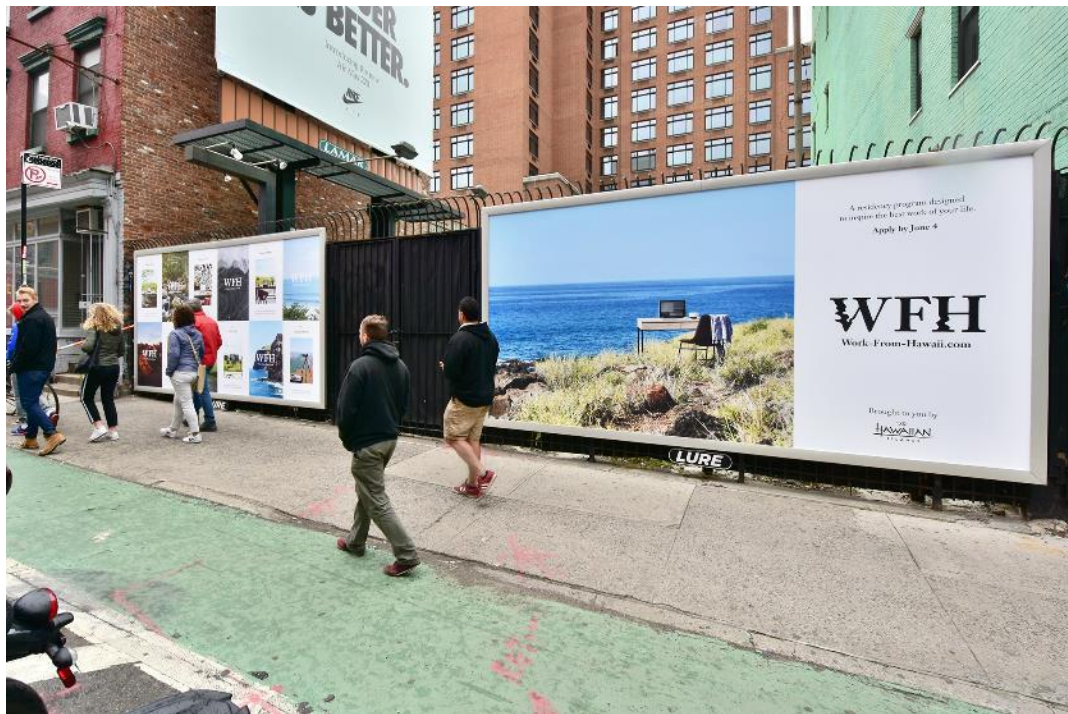
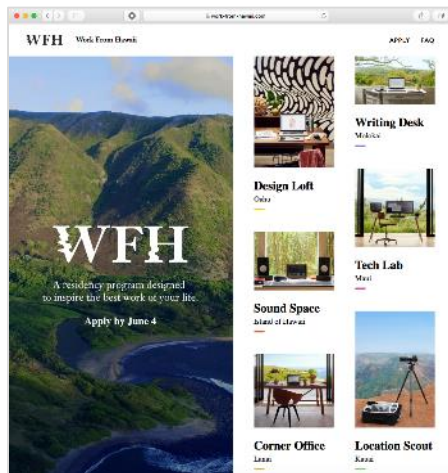


New York Campaign

Come Back Better



NYC Initiative – Come Back Better





Kaua'i: Location Scout

David Ma, 31

The abundance of nature, cultural food and stories to film is a huge **opportunity for me to share the stories of those who aren't known** to a lot of people in the continental US.

 **31.9k** [instagram.com/davidwma/](https://www.instagram.com/davidwma/)

- Went to pursue a career in food art
- Writes and directs digital shorts and commercials





Maui: Tech Lab

Kyle Holzinger, 24

The majesty and raw beauty of the islands could help **inspire me to find new ways of expressing your experiences and find different angles** that have yet to be explored.

 **418** [instagram.com/kyleholzinger/](https://www.instagram.com/kyleholzinger/)

- Wants to create an application for organizing, recording, and sharing your experiences and vacations
- Formerly at Bloomberg, currently at VTS





Moloka'i: Writing Desk

Melanie Moat, 28

Writing and illustrating a sci-fi graphic novel by myself is taxing work. I'll need to snorkel a whole lot **to gather information about sea turtles to inspire my alien species sketches.**



35.6k

[instagram.com/mellylaughs/](https://www.instagram.com/mellylaughs/)

- Will be working on a sci-fi graphic novel and blog
- Freelance graphic, web, and interior designer
- Amateur geologist





Lānaʻi : Corner Office

Eric Johnson, 26

Having this sanctuary would allow me to **focus on scoping out a program that creates guidelines for reducing single-use plastic**, carbon emissions, and food waste at large-scale gatherings.

 **698** [instagram.com/e.ricj/](https://www.instagram.com/e.ricj/)

- Director of Community at Summit, formerly Spotify
- Passionate about sustainability
- Amateur photographer





Island of Hawai'i: Sound Space

Aaron Green, 35

I have heard such wonderful things about Hawai'i. I imagine that **the environment could inspire** some of my best work.



31.8k

[instagram.com/greenhiphop/](https://www.instagram.com/greenhiphop/)

- Independent music producer/DJ
- Creates music based on sampling from street sounds
- Worked with big names such as Snoop Dogg and ASAP Ferg





O'ahu: Design Loft

Sara Meadows, 31

I'd love to work on artwork for my first solo exhibition Botanical Journey.

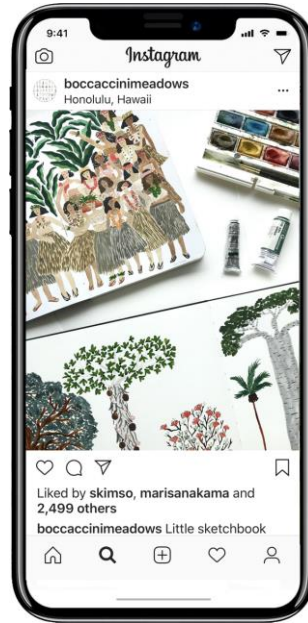
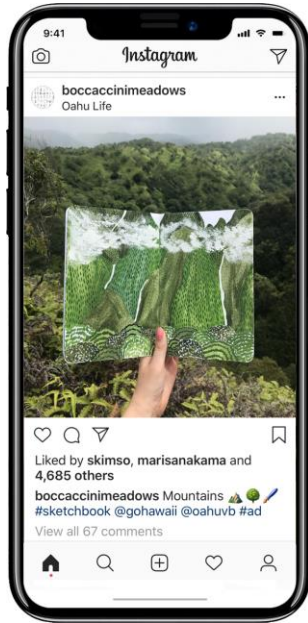
Exploring landscapes, secret gardens and connecting nature to daily life.

 **127k** [instagram.com/boccaccinimeadows/](https://www.instagram.com/boccaccinimeadows/)

- **Botanical Painting illustrated book published in July**
- **Hoping Hawai'i will inspire a travel journal**



Sara Meadows – O‘ahu resident content



FAST COMPANY

Mic

triplelift



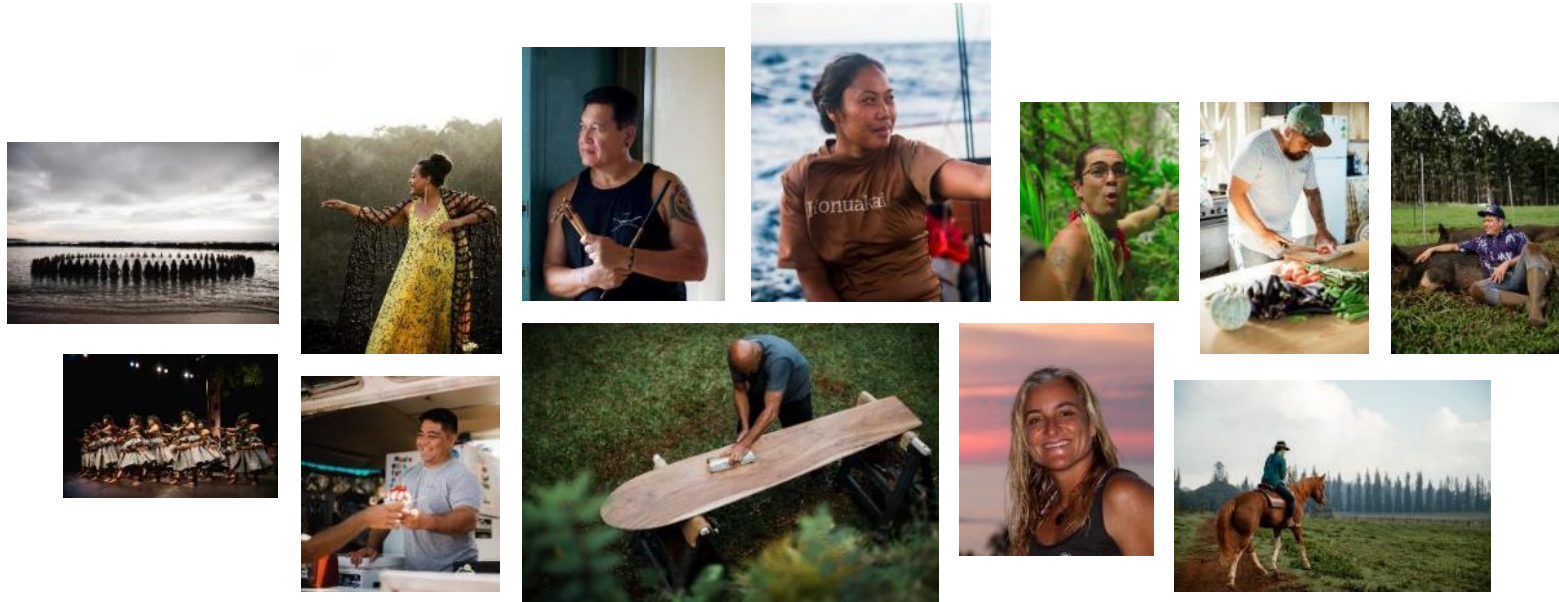
NYC Initiative – New York Botanical Garden



2018 Campaign Hawai'i Rooted

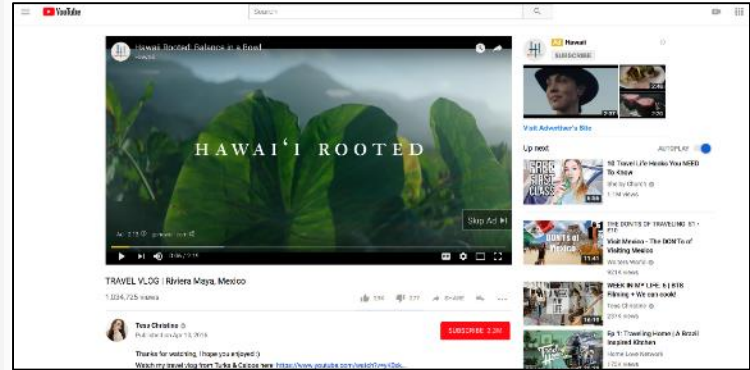
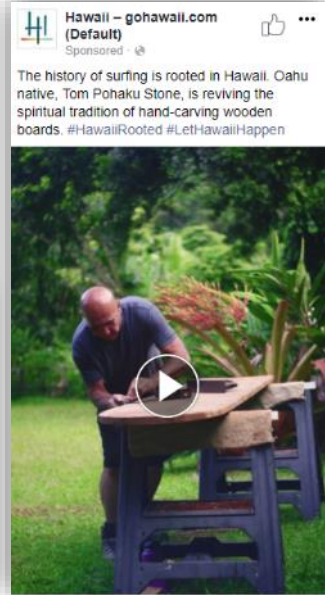


Hawai'i Rooted – the storytellers



Leina'ala Pavao Jardin, Kaumakaiwa Kanaka 'ole, Brandon Baptiste, Keone Nunes, Tom Pōhaku Stone, Anela Evans, Greg Solatorio, Sheldon Simeon with Brandon Lee, Kala Tanaka, Dustin Tester

Hawai'i Rooted – campaign rollout



2019 Campaign Kuleana



Avid Explorers



Avid Explorers: Hawai'i perceptions & awareness



Avid Explorer: Values



Tourism Kuleana





Preserving Natural Resources

Perpetuating Culture



A man with long dark hair, wearing a white long-sleeved shirt and green cargo pants, is walking through a misty, grassy field. He is holding a long wooden staff in his right hand and a small plant with green leaves in his left. The background is filled with large trees and a thick mist. In the foreground, there are out-of-focus green leaves and branches. The overall atmosphere is serene and natural.

*A story best shared by
the people of Hawai‘i*



Aligned with each island brand

Kaua'i

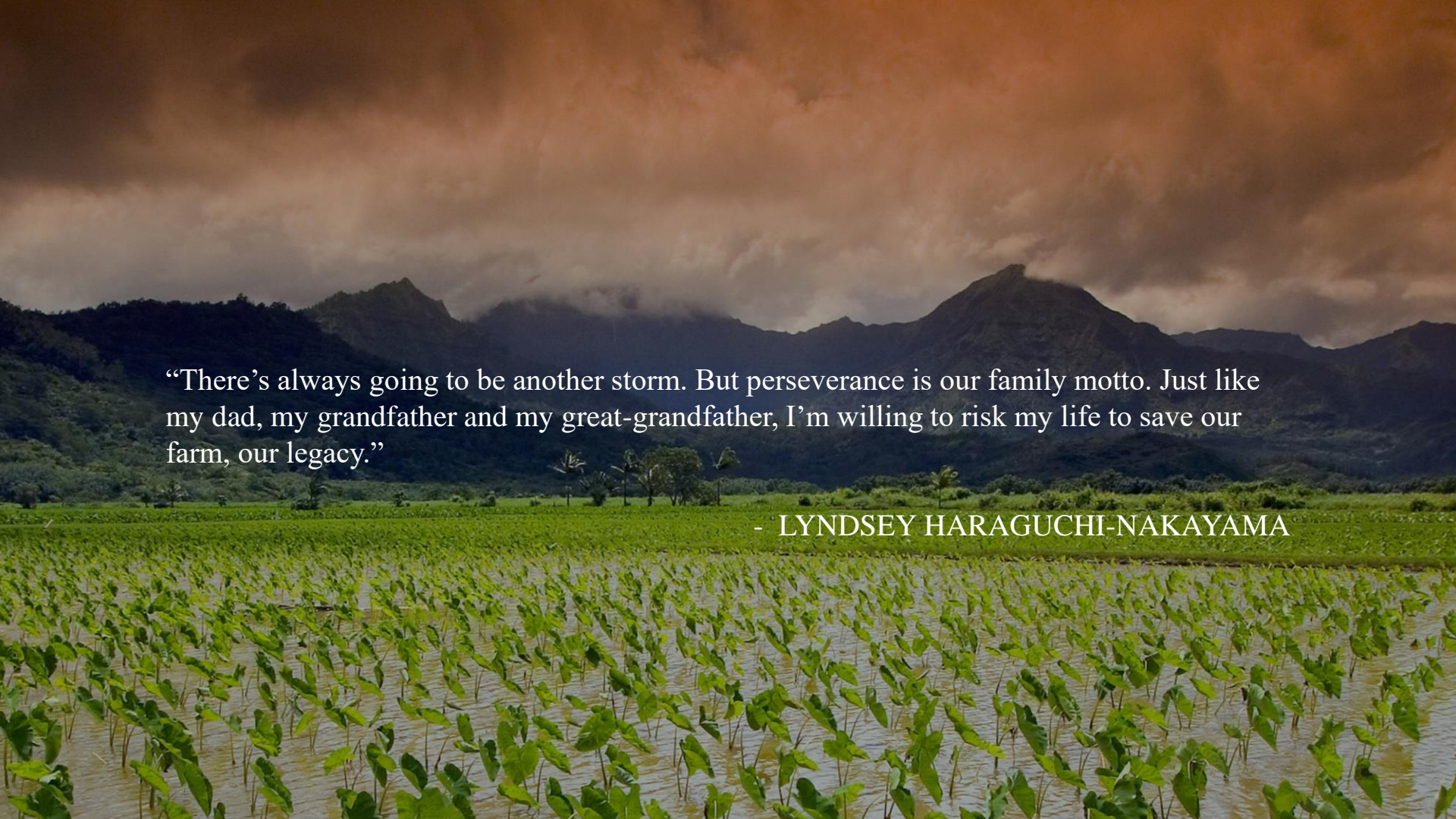
Lush. Idyllic.
Peaceful. Serene.
Immersed in Nature.
Endless Shades of Green.



Kaua'i



Lyndsey Haraguchi-Nakayama



“There’s always going to be another storm. But perseverance is our family motto. Just like my dad, my grandfather and my great-grandfather, I’m willing to risk my life to save our farm, our legacy.”

- LYNDSEY HARAGUCHI-NAKAYAMA

O'ahu

Energy. Vibrant. Urban.
Contemporary. Iconic.
Tropical. Cuisine.



O'ahu

Mark Noguchi



O'ahu

“I cook the way I dance hula. It's not about perfection—it's about passion and intent.”

- MARK NOGUCHI



O'ahu



KŌHANA
HAWAIIAN AGRICOLE RUM

TASTE HANA ALOHA™

Kyle Reutner

A close-up photograph of several sugar cane stalks. The stalks are arranged horizontally, showing their segmented structure. The top stalk is dark purple, while the middle and bottom stalks are a lighter, yellowish-green color. The stalks are covered in small water droplets, suggesting they are fresh or have been recently cut. The background is dark and out of focus.

O'ahu

“In ancient Hawai‘i, sugar was the key ingredient in love potions. They could make you fall in love for a few moments or forever.”

KYLE REUTNER

Island of Hawai‘i

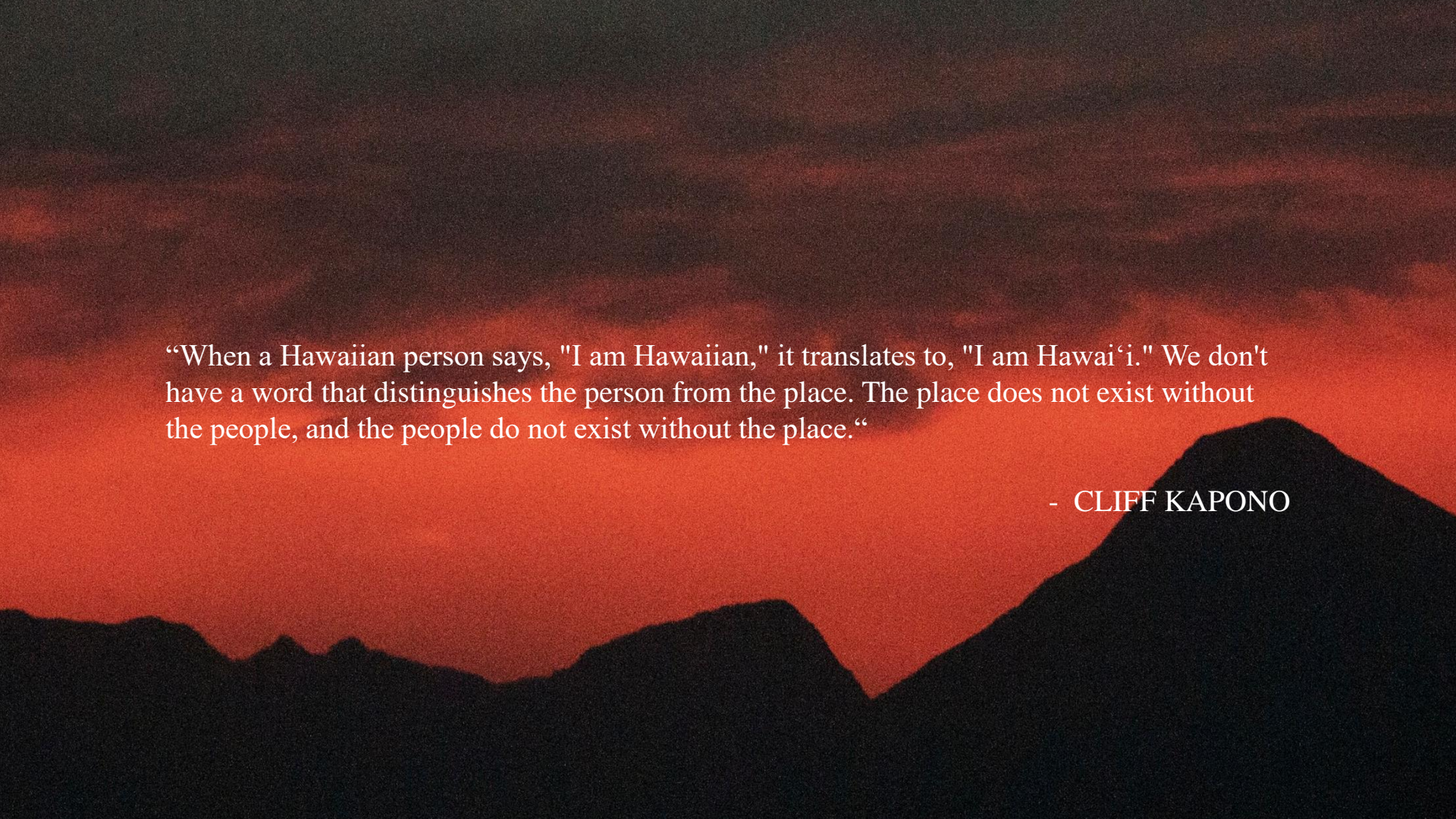
Culture. Accessible.
Active. Exploration.
Saturated
Blues/Greens/Blacks.
Volcano.



Island of Hawai'i

Cliff Kapono





“When a Hawaiian person says, "I am Hawaiian," it translates to, "I am Hawai‘i." We don't have a word that distinguishes the person from the place. The place does not exist without the people, and the people do not exist without the place.”

- CLIFF KAPONO

Maui

Laid Back. Leisurely.
Social Interaction.
Friendly. Not Contrived.
Discovery. Small Towns.



Maui

Kau‘i Kanaka‘ole



Maui

“Wherever you go on this land, in Hawai‘i, in every last pocket, in every last inch of the valley, there is a guardian there.”

- KAU‘I KANAKA‘OLE

Maui



Isaac Bancaco

Maui

“My job is to make sure I'm educating everybody that comes and stays in our hotel, translating to them what the people of Maui believe in, and what their goals are as farmers and fishermen for the land and its people.”

→ ISAAC BANCACO

2019 Media Overview

ROKU[®]

amazon **fireTV**

sling[™]
INTERNATIONAL

hulu



SPOTLIGHT
CINEMA NETWORKS



HTUSA MCI / Meet Hawai'i

Mary Neister, CMP

Vice President MCI

HTUSA

mneister@hvcb.org

808.924.0253

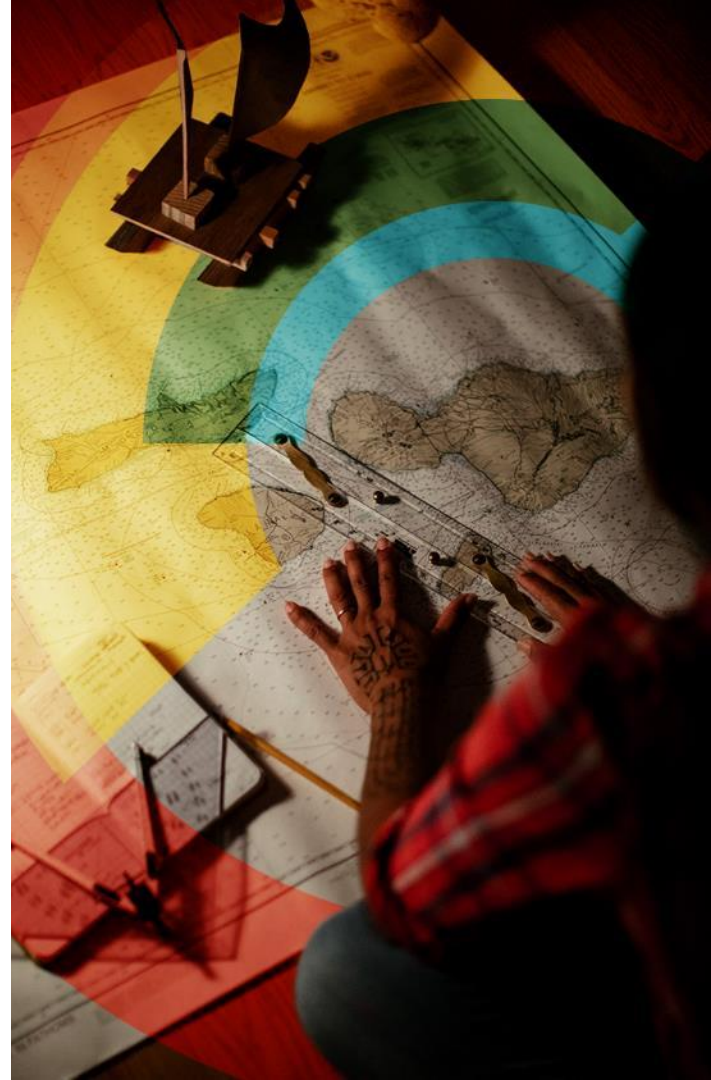


#GTSHAWAII



Session overview

- ◆ Market Overview
- ◆ Year-to-date Results
- ◆ 2019 Strategies



Top 10 cities in North America

	2019	2018
1	▲ Las Vegas, US	San Francisco, US
2	▬ New York, US	New York, US
3	▲ Orlando, US	Dallas, US
4	▲ Boston, US	Orlando, US
5	▲ San Antonio, US	Philadelphia, US
6	▼ Dallas, US	Phoenix, US
7	▲ Seattle, US	Atlanta, US
8	▼ San Francisco, US	Chicago, US
9	▼ Chicago, US	Seattle, US
10	▲ Vancouver, Canada	Las Vegas, US

Source: Based on an increase in CWT Booking Data in 2018 and 2019

Locations to watch 2019



Source: Based on an increase in CWT Booking Data in 2018 and 2019 in North America



Cost per attendee
per day 2019

\$234



+1%
vs. 2018



Average group
size 2019

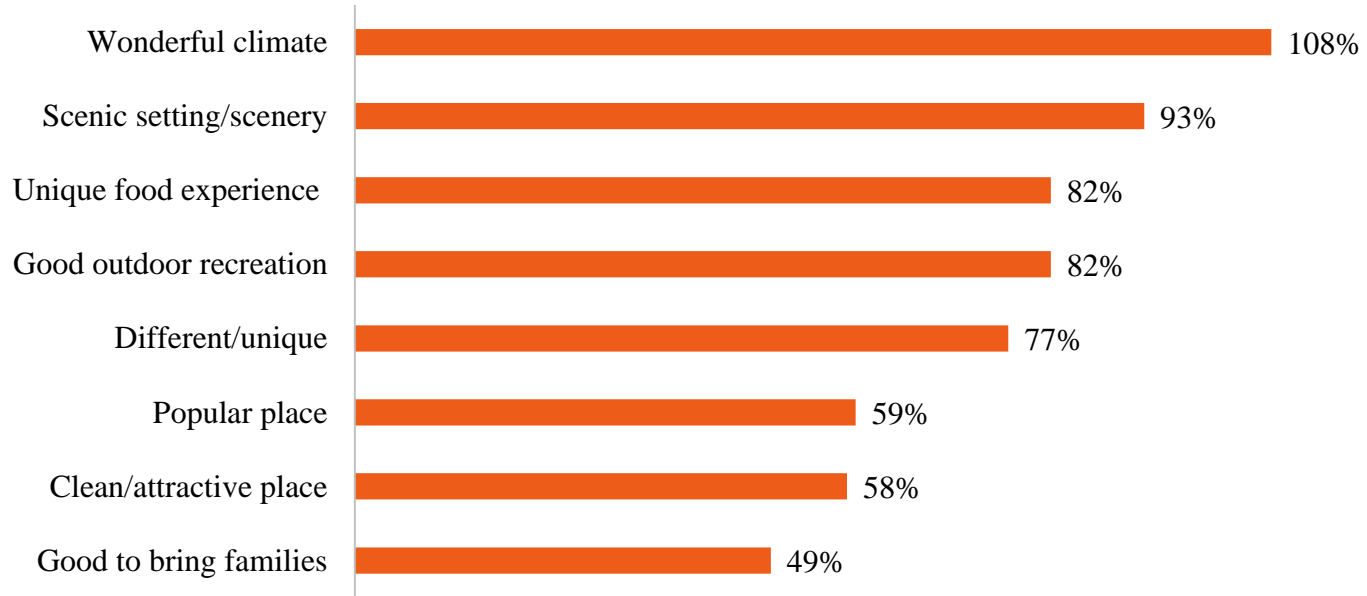
88



+14%
vs. 2018

Source: Based on CWT Booking Data in 2018 and 2019 in North America

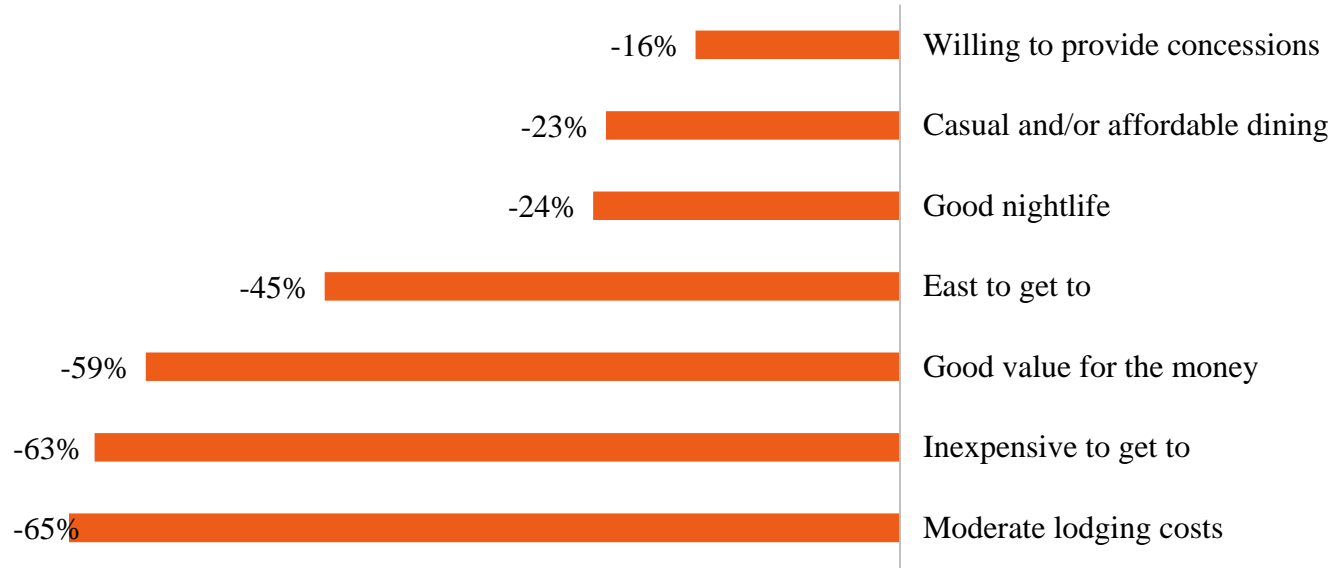
Hawai'i destination image index – Top considerations



Source: Smith Travel Research (STR), Top 40 destinations in US/Canada, survey results from 2017 Destination MAP



Hawai'i destination image index – Top barriers to selecting



Source: Smith Travel Research (STR), Top 40 destinations in US/Canada, survey results from 2017 Destination MAP



Year-to-date Results



MCI: YTD results

TOTAL	August Year-to-Date			Annual Goal	YTD as % of Annual Goal
	2018 YTD	Prior Year	Variance to Prior Year		
Room Nights					
Definite	102,124	64,142	59%	180,000	57%
New to Hawai'i	49,574	25,496	94%	75,000	66%
Tentative	331,572	308,628	7%	500,000	66%



MCI: YTD results by island – definite bookings through August

2018		
	Count of Lead ID	Sum of Contract Rooms
Island of Hawai'i	30	16,271
Kaua'i	15	7,324
Maui	63	43,215
O'ahu	78	35,314
Grand Total	186	102,124

2017		
	Count of Lead ID	Sum of Contract Rooms
Island of Hawai'i	28	18,365
Kaua'i	17	13,673
Maui	27	24,921
O'ahu	27	7,183
Grand Total	99	64,142



MCI: YTD results – on the books pace for next five years

August 2018 for 2019-23		
Year	Definite	Tentative
2019	134,596	116,562
2020	75,547	113,345
2021	25,962	48,892
2022	17301	29785
2023	1069	11067
Total	254,475	319,761

August 2017 for 2018-22		
Year	Definite	Tentative
2018	111,025	86,960
2019	57,742	80,368
2020	36,534	39,052
2021	4039	19357
2022	11118	12713
Total	220,458	239,496



MCI: YTD results – OTB individual island pace for next five years

OTB August 2018 for 2019-23		
	Definite	Tentative
Island of Hawai‘i	58,527	151,419
Kaua‘i	31,536	98,439
Maui	114,335	230,271
O‘ahu	50,077	179,407
Total	254,475	659,536

OTB August 2017 for 2018-22		
	Definite	Tentative
Island of Hawai‘i	69,754	114,493
Kaua‘i	31,140	73,435
Maui	84,816	156,641
O‘ahu	34,748	120,614
Total	220,458	465,183



2019 Strategies



Single property MCI: target audience



- ◆ Direct efforts to potential groups from the less price-sensitive of the above segments
- ◆ Enhance efforts towards companies and organizations with reported expansion plans and those reported to be taking operations into Asia-Pacific, which would make the islands more desirable as a future meeting destination



Single property MCI

Relationships

- ◆ Education and training
- ◆ Hawai'i MCI specialist training
- ◆ Webinars
- ◆ MPI assistance through two-day educational program
 - CMP

Online Strategies

- ◆ Website
- ◆ Social media
- ◆ Digital assets
- ◆ Electronic bid books
- ◆ E Newsletter
 - Content
 - Context
 - Distribution
- ◆ Templates/marketing



Single property MCI

Short-Term Strategies


- ◆ Capitalize on opportunities
- ◆ Work to shorten response time
- ◆ Utilization of MCI Incentive Fund

Long-Term Strategies

- ◆ ‘Elele strategy w/HTA
- ◆ Multi-year contracting
- ◆ New account development
- ◆ Organization's growth leading to Asia Pacific opportunities
- ◆ Site inspections / FAMs
- ◆ Utilization of MCI Incentive Fund
- ◆ ... and where YOU come in:
 - **work to shorten response time**



Meet HAWAII




Meet Hawaii Texas Sales Blitz

Headlines will be dropping down to you soon! Stay tuned for the details! Stay on top of all the latest news by going to our website at www.meethawaii.com 10/16/2015

YOU ARE INVITED TO THE BLITZ!


- Meet and connect with our sales and marketing professionals in person!
- Hear from our Regional Marketing Director, State Sales, and other staff who will be on hand for your special evening.

YOU WILL BE AMAZING TO BE THERE!



Contact us to make your appointment

Headline event information comes. Register and connect with our people. Headline event information comes. Register and connect with our people. Headline event information comes. Register and connect with our people.



Find Out What's New in Hawaii

Headline event information comes. Register and connect with our people. Headline event information comes. Register and connect with our people. Headline event information comes. Register and connect with our people.

Adele Tasaka
Sales Director of Accounts
adele@meethawaii.com

HAWAIIAN TOURISM UNITED STATES Meet HAWAII

Managed by Hawaii Visitors and Convention Bureau
2210 Kalia Avenue, Suite 911
Honolulu, Hawaii 96815
www.meethawaii.com | (808) 925-1011

This email was sent to adele@meethawaii.com. You are receiving this email by virtue of your company's partnership with Meet Hawaii. We do not have your first name, so we are using your email address.

10/16/2015

Meet HAWAII



2018 CalSAE Seasonal Spectacular

Thursday, December 13, 2016
Sacramento Convention Center
1400 J Street, Sacramento, CA 95811

3:00pm

Meet Hawaii would like to invite your participation in the Hawaii section of the year's CalSAE Seasonal Spectacular!

Please see the following link with more details and information on the event, dates, and exhibitor needs!

2018 CalSAE Seasonal Spectacular Memo
Customized Memo

Looking forward to another great year!

Joan Palmtag
Hawaii Tourism USA | HAWAII Regional Director of Sales
jpalmtag@hawaii.org

HAWAIIAN TOURISM UNITED STATES Meet HAWAII

Managed by Hawaii Visitors and Convention Bureau
2210 Kalia Avenue, Suite 911
Honolulu, Hawaii 96815
www.meethawaii.com | (808) 925-1011

This email was sent to jpalmtag@hawaii.org. You are receiving this email by virtue of your company's partnership with Meet Hawaii. We do not have your first name, so we are using your email address.

10/16/2015

Meet HAWAII



You're Invited to the Hawaii Food & Wine Festival



Please RSVP and mark your calendar now!

By participating in our Hawaii section of the Hawaii Food & Wine Festival, you will be able to experience the best of Hawaii's food and wine scene. The Hawaii Food & Wine Festival will showcase the best of Hawaii's food and wine scene. The Hawaii Food & Wine Festival will showcase the best of Hawaii's food and wine scene. The Hawaii Food & Wine Festival will showcase the best of Hawaii's food and wine scene.

Headline event information comes. Register and connect with our people. Headline event information comes. Register and connect with our people. Headline event information comes. Register and connect with our people.

Kathy Dever
Regional Director of Sales
kdever@hawaii.org

HAWAIIAN TOURISM UNITED STATES Meet HAWAII

Managed by Hawaii Visitors and Convention Bureau
2210 Kalia Avenue, Suite 911
Honolulu, Hawaii 96815
www.meethawaii.com | (808) 925-1011

This email was sent to kdever@hawaii.org. You are receiving this email by virtue of your company's partnership with Meet Hawaii. We do not have your first name, so we are using your email address.

10/16/2015

Meet HAWAII



Thank You for Joining Us

Headline event information comes. Register and connect with our people. Headline event information comes. Register and connect with our people. Headline event information comes. Register and connect with our people.

14-16 Upcoming Event in New York City

Headline event information comes. Register and connect with our people. Headline event information comes. Register and connect with our people. Headline event information comes. Register and connect with our people.

Meredith Parkins
Regional Director of Accounts
mparkins@hawaii.org

HAWAIIAN TOURISM UNITED STATES Meet HAWAII

Managed by Hawaii Visitors and Convention Bureau
2210 Kalia Avenue, Suite 911
Honolulu, Hawaii 96815
www.meethawaii.com | (808) 925-1011

This email was sent to mparkins@hawaii.org. You are receiving this email by virtue of your company's partnership with Meet Hawaii. We do not have your first name, so we are using your email address.

Single property MCI: our kuleana

Through the eyes of the planner

- ◆ Primary purpose is to offer education and support of the destination

To industry partners

- ◆ Generate leads
- ◆ Energetically advocate islands over other destination
- ◆ Address any issues or objections on behalf of the destination
- ◆ Open doors; make connections
- ◆ Assist with shortening lead response time



Questions?

Jay Talwar

Chief Marketing Officer

Hawai'i Tourism USA

jtalwar@hvcb.org

Mary Neister, CMP

VP MCI

Hawai'i Tourism USA

mneister@hvcb.org



#GTSHAWAII



Mahalo!





2018
**GLOBAL
TOURISM
SUMMIT**

HAWAII TOURISM
AUTHORITY

*Charting the
Course*

#GTSHAWAII



OCTOBER 1-3
HONOLULU, HAWAII





2018
**GLOBAL
TOURISM
SUMMIT**

HAWAII TOURISM
AUTHORITY

*Charting the
Course*

#GTSHAWAII



OCTOBER 1-3
HONOLULU, HAWAII

GTS Presentation Style Guide

(Use title-style capitalization on session title only)

Presenter Name

Presenter Title

Organization

Presenter E-mail

Co-Presenter Name

Co-Presenter Title

Organization

Co-presenter Email



#GTSHAWAII



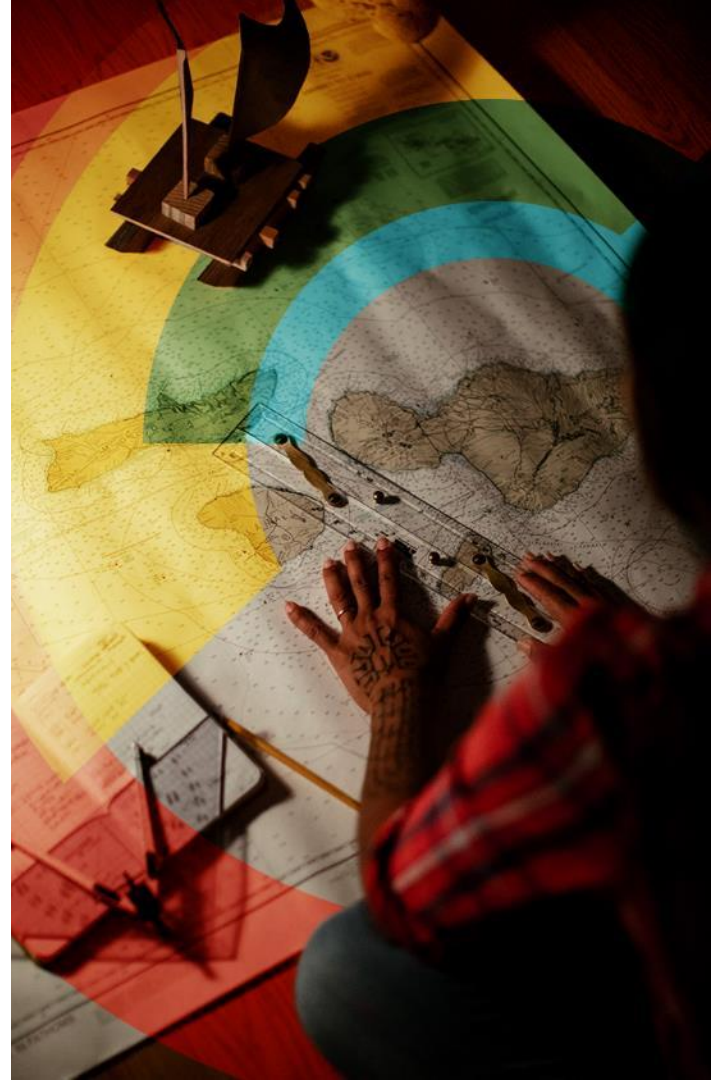
GTS 2018 presentation guidelines

- ◆ Please adhere to the enclosed guidelines to help ensure all GTS PowerPoint presentations are visually consistent
- ◆ This PowerPoint template was created in Microsoft Office 2013—those editing this file in versions prior to Office 2010 could experience formatting challenges



GTS 2018 presentation guidelines

- ◆ Each presentation should start with the GTS logo slide
- ◆ Then please describe your organization and your role
- ◆ What is the process or solution that you are presenting today?
- ◆ Use the template layouts for the various slides in your presentation
- ◆ Don't forget to include a Summary slide (ROI, Key Takeaways) near the end
- ◆ Close with a Questions slide that re-states contact information for the speaker



Writing style guide

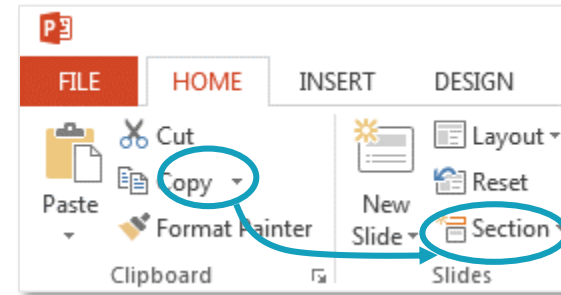
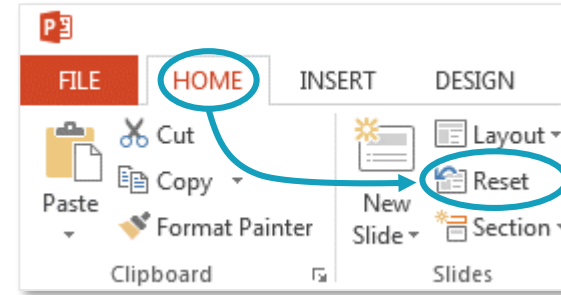
- ◆ Capitalize only first words and proper nouns in slide titles and subheads
 - The same goes for bullets—initial cap only; NOT title caps
 - So, Please Don't Do What I'm Doing On This Bullet
 - No periods at the end of bullets
 - Lowercase department names like “accounts payable team” unless part of a proper noun or name
 - Use numerals—don't spell out numbers; ex. 4, not four
 - Define an acronym on first mention, then use acronym on all following mentions; ex. enterprise content management (ECM)
- ◆ Rule of thumb: when it comes to slides and bullets, less is more
 - Use short, abbreviated points that summarize your talk track





Design guidelines

- ◆ The bullets in this template were selected to work with the overall GTS design
 - If you accidentally change the bullet design and bullets require reformatting, click on “Reset” under the Home tab
- ◆ To choose a slide layout, select “Layout” under the Home tab
 - When possible please use the text boxes provided in the layout



Design guidelines

◆ Colors

- Limit use of colors to Theme Colors

◆ Fonts

- Use Times New Roman (the default font in the template's placeholders)

◆ Images/screenshots

- When possible please use high resolution, clear and non-stretched images
- When including screen shots please capture the entire window unless it contains sensitive information
- Please note that any clip art, photography and icons may be replaced to ensure consistency and compliance with copyright laws

