

HOTEL PHOTO PROJECT

MEETING & EVENT SIGNAGE AUDIT

INSTRUCTIONS • QUESTIONNAIRE

This shop is a photo audit. The purpose of this shop is data collection. You are a field researcher who will be taking photos of the location's meeting boards (also called reader boards). You will go into the assigned hotel and take specific pictures to capture meeting and event information. Review the below shop instructions carefully so that you understand the goal of the shop, the photo requirements, and what to do in certain circumstances.

Before You Begin

- Map your route if you are scheduled to shop multiple hotels on the same day
- Review photo requirements—know the types of photos required & quality requirements
- Know what to say and do in certain situations

Don't Forget!

- Go between 8AM - 4PM
- Do not proactively interact with staff
- Take clear, close-up, readable photos of meeting & event signs (requirements below)
- Take an exterior photo showing the hotel name

Goal of Shop

- Capture the names of groups or companies hosting events at the hotel that day, by discreetly taking clear pictures of each event sign displayed in public areas (wall placards outside meeting rooms, digital screens or monitors in the lobby, easel signs or posters/banners, etc.).
- The client is interested in the below information, which will be captured through photos:
 - The name for each event/meeting/company/group.
 - The rooms being used/if any events are spanning multiple rooms.
 - The time for each event.
- The meeting and event information is read directly off the photos. Your photos must be close-up, high-quality, clear, and readable. The goal of this shop is NOT to see how the hotel is displaying meeting signs; the goal of this shop is to collect the information that is on the signs. It is not enough to explain in the survey what the signs say; the information must be able to be obtained independently from the photos alone.

Deadlines

- Submit each survey immediately after each hotel visit or by same-day due date of 9PM EST, via the ShopperHub app or shopperhub.cxgroup.com. Surveys not submitted by the deadline will be automatically cancelled.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly by the deadline given within the clarification request.



General Requirements

- Read all instructions (this document) before you complete the shop.
- Dress in business casual attire. You must appear professional and in alignment with the dress code for your assigned property. You should blend in with other hotel guests.
- Go to the assigned hotel on your assigned shop date between 8AM and 4PM local time. The client may review video footage as part of their photo validation process.
- Have a cell phone that takes clear pictures. Make sure your phone is fully charged when you start your shop route.
- Do not take any food/beverages that are set up for meetings and events.
- If you are completing multiple hotel photo audits on the same day, be sure to upload the correct photos to the correct survey. Each survey is linked to a specific location and a specific date. It is extremely important that you do not mix up any information between locations.
- Take photos through your phone's camera app (NOT the survey interface), so that your photos save to your phone's camera roll. Upload your photos from your camera roll to the survey.
- Keep your photos organized. This is especially important if you are consistently completing shops for this project multiple times per week. Create separate folders to organize or archive your images by hotel and date.
- Children are not allowed to accompany you on this shop.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



Photo Requirements

- One (1) CLEAR, READABLE photo of EACH unique meeting board, sign, screen, placard, etc.
- One (1) photo of the hotel exterior showing the hotel name.

NOTES:

- If there are multiple pages on a screen or other listing, photograph each page.
- Do NOT cut off corners, headers, footers, or sides from any signs, screens, placards, etc. If the information is hard to read in a full-size photo, take additional photos to capture a close-up of the events listed (it is OK to cut off edges/sides of board in this second photo as long as you have also taken a full board photo). Upload both the full-size and close-up images to your survey.
- Check your photos before leaving the property. The images CANNOT be blurry! If you cannot read the information without zooming in on your phone and/or the text is blurry, take new pictures before leaving the property.
- Take close-up photos. In most cases, we do not need to see the surrounding area, doors, floors, walls, hallways, etc. We just want to see the sign and read the information on the sign. You may need to get physically closer to the boards to get close-up, readable photos.
- Be mindful of glare on digital boards. Take pictures from different angles to avoid glare. Make sure your camera is steady and focused when photographing digital boards, so that the text on the screen does not get distorted.

- See below for what to photograph if you do not find any meeting or event signs—you must take certain interior photos for your shop to be valid! In most cases, you will photograph the wall placards outside the individual meeting and event rooms.
- Expect to upload multiple meeting board photos for each shop. Most locations will have more than one unique meeting board, sign, screen, placard, etc.
- If you cannot access the hotel for any reason (locked doors, security gate, construction, roads are blocked off, etc.) take and upload additional exterior photos showing any barriers.
- TRY your best NOT to include staff, event participants, or any other people in your photos.
 - If this is impossible/unavoidable (e.g., room is crowded), then it is OK to submit photos that include people.
 - REGARDLESS OF IF THERE ARE PEOPLE IN THE PHOTOS, YOU MUST TAKE ALL REQUIRED PHOTOS FOR YOUR SHOP TO BE VALID.
- If your assigned hotel has a main digital board that displays the hotel name, date, and time (in addition to other information), you MUST CAPTURE IT on every visit. Be sure the photo shows the full screen and that you do not cut off any information.
- All photos must be unique and taken on the date of your shop (you may not reuse ANY interior or exterior photos from a prior visit). The client AND CX Group review every single photo each day.

Make sure photos are clear and close-up. The text must be readable and not blurry. The file size must be large enough. We must be able to read the information in the photos! This is the main goal of the shop. Poor quality photos will not be accepted, your shop will be rejected, and you will no longer be eligible to participate in this project.



Photo Examples

- [Click here for examples of valid meeting board images and examples of valid exterior photos.](#)
- Please note the images provided are simply EXAMPLES. The types of signage available will vary by property.



Helpful Links & Reference Documents

- [Click here to review instructions for how to fill out and submit your survey.](#) This document includes screenshots from the ShopperHub app to guide you through the photo upload and submission process.
- [Click here to review the QA clarifications guide.](#) This document explains how to respond to the Quality Assurance Team when you are contacted through the Clarifications interface.
- [Click here to learn how to modify your availability within the ShopperHub portal.](#) This is extremely important if you are a weekly participant in the hotel project. If you plan a vacation or otherwise know you won't be available for any of your usual upcoming hotel shop dates, you must enter those dates on your ShopperHub portal in advance. This document explains how to do that.

Frequently Asked Questions

WHAT IS A MEETING BOARD?

- TV/Monitor
- Kiosk Display
- Easel with Printed Signs
- Digital Boards (if screen “rolls through” wait to see each page; if touchscreen, navigate to each page)
- Printed Signs
- Banners
- Placards on the wall outside the individual meeting rooms

WHERE MIGHT I FIND MEETING BOARDS?

- Entryway or lobby of hotel
- Entrance to the meeting and event areas
- A meeting space area on a different level of hotel
- A unique/separate hotel entrance
- Outside of each individual meeting room (placards, wall signage)

WHAT IF THERE ARE NO MEETINGS LISTED?

- Take at least two (2) pictures of where the meeting information might have been or where you have found it on a past visit. Photos must be clear and readable to show proof of no events. You must check for ALL of the below options/areas:
 - Placards outside meeting rooms with blank/empty sign holders, showing room names—you must go to the meeting and event rooms and take close-up photos of the wall placards if you are unable to find meeting information listed elsewhere.
 - Digital monitor with no event information.
 - Meeting room signage with advertisements.
 - Electronic screens that “roll through” multiple screens; you must wait for all screens to roll through in case there is meeting information on any screen.
 - Electronic touch screens - navigate to the meeting/events directory and take photos of that screen.
 - If there are no signs, screens, placards, etc. take photos outside of the meeting room areas (showing the doors/walls) to show the absence of signage (do NOT enter or take photos inside of the meeting rooms).

What To Do If:

YOU HAVE NEVER BEEN TO THE ASSIGNED HOTEL BEFORE.

- If it is your first time shopping this property and/or you do not know where the meeting and event rooms are located, look online ahead of time. In most cases, the location's website will indicate the names of the event rooms and where they are located within the property. See if there is a map on the website.

- Do NOT proactively interact with the hotel staff when you are on-site, as this could jeopardize your role as a mystery shopper. Look for directional signs and see if you can find the correct area based on your own research.
- If you truly cannot find the meeting and event area, describe all efforts in your shop narrative and take photos of where you attempted to look in the hotel. It is NOT sufficient to just say you couldn't find the rooms and leave without taking any interior photos or making any independent effort to research where the rooms are. Your shop will cancel if you do not have sufficient photos and detailed narrative to explain your efforts.

THE MAIN MEETING BOARD HAS NO SPECIFIC MEETING INFORMATION ON IT.

- Some properties will have a main meeting board in the lobby or outside the entrance to the event area. If you locate a digital monitor or other type of display in the lobby or near the entrance to the event area, but it does not contain any specific meeting information on it (e.g., no company name or logo)—then you MUST proceed to the meeting and event areas to see if there are signs or wall placards there.
- Take photos of the signage in both areas. Specifically, the client is looking for photos of the wall placards outside the individual rooms if there is no information on the main board. A photo of the main board showing no events PLUS photos of the blank wall placards confirms for the client that there were no events posted.
- If you know that a location normally posts meeting/event information on a lobby or other main board, but that board is blank on a given day, then you should photograph that blank board but ALSO still proceed to the meeting and event areas to check for signs and wall placards. There could be "pop-up" meetings happening (i.e., last-minute meetings that weren't originally scheduled) and those may not be listed on the main board.

YOU CAN'T FIND THE MEETING AREA OR ANY EVENT SIGNS, BOARDS, OR SCREENS.

- Look on your own. Go to a secluded area (such as the restroom or outside) and look on the hotel's website to see if you can find a map or other direction to where the meeting rooms are. Do not proactively interact with staff. It may be tempting to approach the front desk, but this could compromise your identity as a mystery shopper. Most hotels have directional signs that will point you towards the meeting and event rooms. There may also be a board in the lobby listing events for the day (note: you are looking for outside company information, NOT hotel-affiliated activities).
- Once you figure out where event signage is posted, subsequent visits to the hotel will be easier and faster, as you will just go to that area to take your photos and leave. If you interact with staff unnecessarily, it could jeopardize your ability to shop this property or the entire route again in the future.

YOU FIND THE MEETING AREA, BUT DON'T SEE ANY SIGNS WITH COMPANY INFO LISTED.

- Upon locating the meeting area, you should look for signage and wall placards and photograph those. Whether or not the placards have company information on them, your photos must be close-up and clear to show what information is presented on them. Even if the information is generic (e.g., how to rent a meeting room), the text must be readable to confirm that it is not an event. If there are events listed, the goal is to clearly capture that information. If there are no events listed, the photos must clearly show proof of no events.

SOME MEETING ROOMS ARE INACCESSIBLE.

- In most cases, you will need to go to the meeting and event rooms to get photos of the individual wall placards.

- If some rooms are not accessible, take photos of the barrier and explain in your narrative.
- For example, if you know a hotel has 10 meeting rooms, but 3 of those rooms are inaccessible for any reason (remodel, restricted to guests only, etc.), list those room names in your narrative and explain the reason you could not access them. If there is signage or a barrier physically preventing access, include a photo. This offers proof that these areas were still attempted to be checked.

A HOTEL STAFF MEMBER ASKS IF THEY CAN HELP YOU.

- Act natural and tell them that you are fine but will let them know if you need anything, and continue walking. If you are questioned further or directly asked what you are doing or why you are taking photos, follow the instructions below for what to say and do.

YOU ARE DIRECTLY ASKED WHAT YOU ARE DOING OR WHY YOU ARE TAKING PHOTOS.

YOU ARE ASKED NOT TO TAKE PHOTOS AND/OR ASKED TO LEAVE.

- If you are approached or questioned beyond "How can I help you?", then you should reveal your true purpose.
- Specifically state that you are a field researcher here to collect reader board data on behalf of Knowland International. This terminology should be familiar to the staff. If not, you can further explain that you are an independent contractor completing a third-party project.
- Do NOT try to make up a scenario or be evasive. In these situations, it is best to just be honest about why you are there.
- If the staff says you cannot take photos or be on the property, be polite, apologize for the disruption, and leave immediately. Do NOT try to argue or reason with them.
- Put the details of what occurred in the main narrative box at the end of the survey, upload any pictures you were able to take inside or outside the hotel, and notify your scheduler.

YOU HAVE ANY TYPE OF ISSUE (NO ACCESS, ETC.).

- Always submit your survey with the full explanation of what happened or what prevented you from accessing the property, meeting rooms, etc., and upload any photos you were able to take. Put the details of what occurred in the main narrative box at the end of the survey. A CX Group team member will follow up with you if any additional information is needed. Always take an exterior photo, as well as photos of any barriers/issues when possible, so that your shop is able to be accepted.

YOU CAN'T COMPLETE YOUR SHOPS ON THE ASSIGNED DATE.

- Notify your scheduler as soon as you know you cannot go, or as soon as you think you might not be able to go. Any planned vacations should be logged through your ShopperHub portal so that you are not assigned any shops when you are unavailable. If you have a last-minute emergency, it is preferable that you have a backup person who can go for you, such as a spouse, partner, or trusted friend.
- If you do not have a backup person who can go in your place, notify your scheduler immediately so that they have an opportunity to offer the shops to other shoppers in the area. Please do not just let the system auto-cancel the surveys after deadline.

- Please understand that these shops cannot be rescheduled and really cannot cancel. We do understand that things happen, and there may be extenuating circumstances that prevent you from completing a shop, but it is important to communicate these situations with your scheduler. Note that cancellations will impact your eligibility to complete future shops for this project and with CX Group.

YOU ARE CONTACTED BY A CX GROUP TEAM MEMBER.

- Reply promptly with the information they requested. You may be contacted by Quality Assurance, Scheduling, Management, or another Hotel Project Team Member.
- If you are contacted through the QA Clarifications interface, you must respond through that interface.
- If you are contacted via direct email, please reply directly to the person who contacted you.



Troubleshooting:

IF YOUR PHOTOS WILL NOT UPLOAD INTO THE SURVEY OR SAVE PROPERLY:

- Wait and try again. Log out and back in. Upload each image more slowly. Most times, the issue will resolve on its own.
- Upload photos one at a time, NOT in a batch. Please upload one photo, wait for it to load/save all the way, then add the next one, and so on.
- Do NOT take the photos through the survey interface. Use your phone's camera app to take photos so that they save in your camera roll, and then upload each photo separately/individually.

IF YOUR PHOTOS APPEAR AS A SMALL FILE TYPE:

- Check your phone settings. Ensure you are taking high-quality, high-resolution images.
- If you are emailing yourself the photos and then uploading them to the survey, it's possible the file size could be condensed during this process. Email photos individually to retain the larger file size. If prompted to compress the image file or send as a low-resolution image, select no.

HOW TO DOUBLE-CHECK YOUR PHOTOS:

- Always double-check your photos before submitting your survey to ensure the correct images are uploaded (correct date, correct hotel) AND that all intended images are uploaded.
- When you are done uploading, refresh the page or navigate out and then back into the survey to check that all photos you intended to upload are there, and that the photos match the assigned location and date.

HOW TO KNOW IF PHOTOS ARE READABLE:

- If you can read the information on your phone without pinching to zoom in, then the information is readable.
- If you have to pinch to zoom in, then some information may be lost or unreadable. It is best to take two photos (one of the full board and one of just the event list) if you are unsure, and upload both to your survey.



Reminders for Primary Route Shoppers:

Keep these guidelines in mind when taking photographs at the same locations week after week:

- Be sure to take pictures of all meeting boards even if they are turned off or blank. For example, if you know a hotel has a main screen and three room placards, you should photograph those four items each time. Essentially, every time you visit the hotel, you should capture the same set of meeting boards with or without events on them. This will confirm if there is an event or not an event in each area.
- If the number of meeting/event rooms is too great to photograph each individual wall placard on every visit, take a sampling of photos and list the other room names that you checked in your narrative. Your sampling of photos MUST include all signs that show an event. If there are no events, include 3-6 blank placards taken from different areas.
- If a meeting or event spans multiple rooms, be sure to photograph each placard/sign—for example, if Company A is hosting an event in Room 1 and Room 2, you would want to capture photos of both Room 1 and Room 2 signage to show that Company A is utilizing two event rooms. It is valuable data to see that one company is hosting an event across several rooms.
- Always be on the lookout for unique free-standing signage, such as easels or posters. If found, photograph these signs in addition to your usual boards/placards. You only need to photograph free-standing signage if it is unique—i.e., if it shows an event that is not displayed elsewhere on a main board or placard that you already photographed.
- Put all relevant information in the main narrative box at the end of the survey. If you have a staff interaction, something unusual occurs, or you just need to explain your photos, put these details in the box at the end of the survey.
- Double-check your photos prior to submitting each survey. Review your images to make sure everything you intended to upload is there, and that all information is readable.
- Expect feedback from CX Group's Hotel Project Team. Each hotel is unique. You may be provided with location-specific guidance regarding where to go in the hotel or what types of photos to take, or general coaching about how to improve quality.



Filling Out Your Survey:

Q1: "Were there meetings or events posted today?"

- Select Yes if you were able to obtain specific company information for any groups having meetings or events at the hotel on your shop date.
- Select Yes if some signs are blank but some signs have company information. This question refers to if you found any meeting/event information in any posted format.
- Select No if there is no specific company or event information listed on any of the meeting boards.
- Select No if there were no meeting boards.
- Select Unknown if you did not have access to the meeting boards or meeting area. Add additional details to support these issues in your narrative.

Q1: Upload all meeting board photos (with or without events listed). If you did not have access to any meeting boards or the meeting area, upload any photos of the location interior or exterior that you were able to take.

Q2: “Did you take an exterior photo of the hotel location today?”

- Select Yes if you took an exterior photo. This is a requirement for shop validation and you should take a new exterior photo on each and every shop date.
- Select No if there was an extenuating circumstance and you did not take an exterior photo on your shop date. Do NOT reuse photos from a prior shop date! If you forgot to take the exterior photo or there was another issue, select No and explain in your narrative.

Q2: Upload your exterior photo. If you were unable to take an exterior photo on your shop date, upload any photos you were able to take that verify the hotel name.

Q3: Write narrative to explain your photos and anything unique that occurred, if applicable.

- If nothing unusual occurred, it is OK to write brief or generic narrative (e.g., “There were events posted” or “There were no events posted”).
- Add context to your photos if necessary. QA will contact you if your photos do not match the standard requirements and there is no explanation or you only include vague details in the narrative.
- If any of the photos are hard to read, explain why and provide the information for the event in the narrative (name of the event/group, meeting room, and event time).
- If you experienced any staff interactions or access issues, thoroughly explain the situation in the narrative.
- Each survey is reviewed independently, so even if you’ve explained a location issue before, you should explain it in every survey (e.g., “I took a photo of this hallway because it’s where they usually put a sign”).



Parking Tips:

- Some hotels, especially those in certain metropolitan or upscale areas, may have limited parking options. CX Group does not reimburse for parking expenses for these shops. The below tips may help you navigate parking in these areas.
- See if you can park near the front/valet and explain you only need to run in for a few minutes. Sometimes the valet will allow this at no charge.
- If you routinely visit the same hotels, try to be consistent with the time you arrive so that the same workers become familiar with you and know you’re only there for a few minutes. When you go at different times, because of the nature of valet, there will likely be different workers who are not familiar with you, which can cause more time to explain what you’re doing at the property.
- Arriving earlier is better (near the checkout time) because as guests are checking out parking spaces may open up, and with guests checking out you may also be less likely to be noticed.
- Look for public/offsite parking options that are close enough to walk over to the property.



More Questions?

- Email your scheduler. You can find your scheduler's information in your shop confirmation email or when you click into the shop on your ShopperHub portal.
- If you cannot figure out who your scheduler is, email hotelshops@cxgroup.com. We have multiple staff members who monitor this email box during regular business hours as well as limited night and weekend coverage. Be sure to include your evaluator ID and the 7-digit assignment ID for the shop you need help with, so we can most efficiently assist you.
- Do not panic if you do not receive an immediate response. You should still complete the shop using your best judgement and submit your survey on time with any relevant details included. CX Group aims to respond to all inquiries within 24 business hours.



After Your Shop

- Complete and submit your survey while onsite via your mobile device OR immediately following your visit. We strongly encourage all shoppers to use the ShopperHub app to submit after leaving each location—this will help you avoid data and photo mix-ups, as well as ensure you meet the same-day submission deadline.
- Your survey must be submitted by 9PM EST on your assigned shop date.
- Answer all questions accurately and provide detailed supporting narrative about where you found the meeting signs and any special or unusual circumstances.
- If you are contacted by a Quality Assurance Editor through the Clarifications process, respond promptly on the same day. You must respond within the Clarifications interface. Please note that we have certain project deadlines to meet, and if you do not respond promptly to a clarification request, your shop may cancel without payment.
- Be sure to retain all notes and photos after submitting your survey (for at least 30 days and/or until you are paid for the shop) so you can answer any questions that may arise.

Failure to comply with the specifications outlined above may result in cancellation and non-payment for the project.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Meeting Board Evaluation

1. Were there meetings or events posted today?

If you select Yes or No, upload one clear photo of each unique meeting board (wall placards, digital screens, freestanding signage, posters, etc.). Images must be close-up and clear. Be sure that ALL text is readable—this is the main goal of the shop! Blurry or unreadable photos will not be accepted. If you did not have access to the meeting boards or meeting area, select Unknown and upload any photos of the location interior or exterior that you were able to take.

Yes (10 points)

No (0 points)

Unknown - no access to meeting boards or meeting area

2. Did you take an exterior photo of the hotel location today?

Select Yes and upload your location exterior photo. Be sure your exterior photo shows the hotel name. If you were unable to take an exterior photo on your shop date, select No, upload any photos you were able to take verifying the hotel name, and explain in the Supporting Narrative box why you were unable to take an exterior photo.

Yes

No

3. Meeting Board Evaluation Supporting Narrative:

Explain the photos you uploaded and the responses you selected for the Meeting Board Evaluation questions. You must enter between 20 and 2500 characters. Brief narrative is acceptable if nothing unique or unusual occurred. If you experienced any access issues, staff interactions, and/or were unable to take the required photos, thoroughly detail what occurred.

END OF QUESTIONNAIRE