

Company: The Hotel at the University of Maryland, College Park, MD

Nomination Submitted by: Point Taken Communications

Company Description: The Hotel at the University of Maryland, a AAA four-diamond property, is convenient to Washington, D.C., Baltimore, and Annapolis. This premier hotel boasts 297 guest rooms and suites and 43,000 square feet of flexible meeting space. Guests can enjoy a workout in the hotel's state-of-the-art fitness center or indoor pool, relax at The Spa, or dine at one of four on-site restaurants.

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Arts & Entertainment Communications or PR

Nomination Title: The Hotel at the University of Maryland's PR Campaign to Raise Awareness of an Art Program



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

The Hotel at the University of Maryland is submitting written answers to the questions.

3. Specify the date on which this campaign or program was launched:

Aug. 15, 2025

4. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 248 words used.

To promote local artists in the town of College Park, Maryland, The Hotel at the University of Maryland, a AAA Four Diamond property located across from the University of Maryland campus, collaborated with a female curator to select and display 104 pieces of artwork by 14 artists throughout the hotel. The artwork was exhibited but never formally unveiled. To utilize the collection and offer additional activities for hotel guests attending events, the property's female director of sales and marketing partnered with a female-owned public relations firm to launch a campaign targeting meeting planners. The goal was to showcase how the local art, created in various mediums, colors, textures, and images, evokes feelings of peace and happiness. Through the campaign, the program was named "Meetings in a Museum." It allows event attendees to participate in a self-guided tour of the artwork and can be used by planners as a break between sessions or a group activity. The PR agency drafted a media pitch and press release, developed a website landing page with high-resolution photos of some of the artwork, and cultivated a list of meeting planner publications, distributing the collateral to 82 journalists. In this increasingly challenging time to secure earned media coverage, the director of sales and marketing, the hotel's marketing team, and the PR firm transformed an art exhibit into an option for meeting planners, many of whom seek to book their events at locations offering a variety of on-site activities for their attendees to enjoy.

5. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 242 words used.

Following a strict protocol to gain support from all stakeholders involved in developing and maintaining the art collection, the hotel's female director of sales and marketing and the female-led public relations agency used the Monday.com project management system to oversee all tasks related to the PR campaign. By establishing a clear timeline with action items and deadlines, the director of sales and marketing and the PR firm assigned tasks to everyone involved in the public relations campaign. The hotel's director of sales and marketing contacted the curator to obtain her permission to promote the exhibition to meeting planners. The PR firm's president then worked with her team to draft the pitch and press release, obtain high-resolution photos of some of the displayed artwork, build a website landing page to house the pictures, and develop a list of journalists at meeting planner publications. After sharing the PR campaign collateral with the director of sales and marketing for edits, the hotel's general manager reviewed the pitch, release, landing page, and media list. Upon her approval, the materials were sent to the vice president of hospitality and sales at the hotel's parent company, who made additional edits and gave written approval of the promotional items. The pitch and release were then sent to the 82 journalists. Following the timeline set at the project's start, each team member met their deadlines and secured written permission to promote the art exhibit to meeting planner trade publications.

6. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

Total 241 words used.

In today's challenging media landscape, hotels must craft innovative campaigns that capture a journalist's attention to gain coverage. Media members are flooded with pitches and press releases, many of which lack newsworthiness. As meeting planners increasingly seek on-site activities for their attendees, The Hotel at the University of Maryland's female leaders and its female-owned PR team continually develop unique packages and opportunities for leisure and business guests, including event organizers. After obtaining written approval from the curator to promote the exhibition to meeting planner publications, the PR agency created the pitch, press release, and landing page, securing approval from all stakeholders for each piece of collateral. Using the Muck Rack media database, the PR team compiled a list of journalists at trade publications targeting meeting planners. They then distributed the pitch and release to 82 journalists via Muck Rack, enabling tracking of opens and clicks on the release. Forty-seven journalists opened the pitch and release, and five clicked on the link to the landing page with photos of some of the artwork displayed in the hotel, demonstrating that the property had launched a newsworthy PR campaign. The PR efforts resulted in five published articles about the "Meetings in a Museum" program, which attracted a total of 33,820 unique visitors per month to the websites of those five publications. The Hotel at the University of Maryland successfully promoted the "Meetings in a Museum" program, led by a team of female leaders.

7. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 156 words used.

In the attached Canva presentation, please find a variety of files to support The Hotel at the University of Maryland's entry in the Stevie Awards for Women in Business, Category CO7: Achievement in Arts & Entertainment Communications or PR: Campaigns/Programs Undertaken to Promote or Raise Awareness of an Artistic or Entertainment Endeavor, Event, or Program.

The presentation includes:

- A cover page
- An introduction
- The pitch utilized to promote the "Meetings in a Museum" program
- The press release was distributed to 82 journalists about the "Meetings in a Museum" program
- A link to the landing page featuring high-resolution photos of artwork
- Five screenshots of media coverage secured about the "Meetings in a Museum" program, with links to each piece of coverage and the total unique visitors per month (UVM) for each outlet's website
- The total number of unique visitors per month (UVM) reached through the "Meetings in a Museum" campaign.

Attachments/Videos/Links:

[The Hotel at the University of Maryland's PR Campaign to Raise Awareness of an Art Program](#)



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