



Accelerate 2026: PR & Market Authority Program

Your blueprint for PR success and market visibility in 2026

Program Introduction

2026 will be a defining year for hospitality technology and proptech companies. Competition is heating up, investors are demanding more returns, and the ways people discover and evaluate brands are shifting fast. Traditional media remains a cornerstone of credibility — but now it's just one part of the picture. Search, recommendations, and AI-driven platforms are shaping which brands get surfaced, trusted, and remembered.

To win, your company needs more than a good product. You need clear and consistent messaging, a strong position in the market, and a roadmap that ensures you are visible in the places that matter most — in the press, to investors, to customers, and in the channels where decisions are being made.

Accelerate 2026 is an intensive 8-week program designed to give you exactly that. Through structured discovery, competitor and media analysis, visibility audits, and tailored messaging workshops, we build the foundations of your communications strategy — so you can scale your profile with confidence and authority.

By completing this program, you will:

- ✓ **Own** a complete PR strategy aligned with your business goals, with clear positioning, objectives, and campaign pillars.
- ✓ **Have** sharper messaging that tells your brand value and propositions consistently to customers, partners, investors, and media.
- ✓ **Understand** where you stand against competitors and where the opportunities are to break through.
- ✓ **Be ready** to execute with a 6–12 month PR campaign calendar mapped to announcements, campaigns, and seasonal hooks.
- ✓ **Align** your leadership, communication, and marketing teams with clarity and direction on how to build visibility and credibility in the year ahead.

This is a **standalone strategy program** that equips your team with the clarity, focus, and tools to raise your profile in 2026.

Who This Is For

This program is built for ambitious companies in hospitality technology and proptech who want to stand out in 2026. It's designed for:

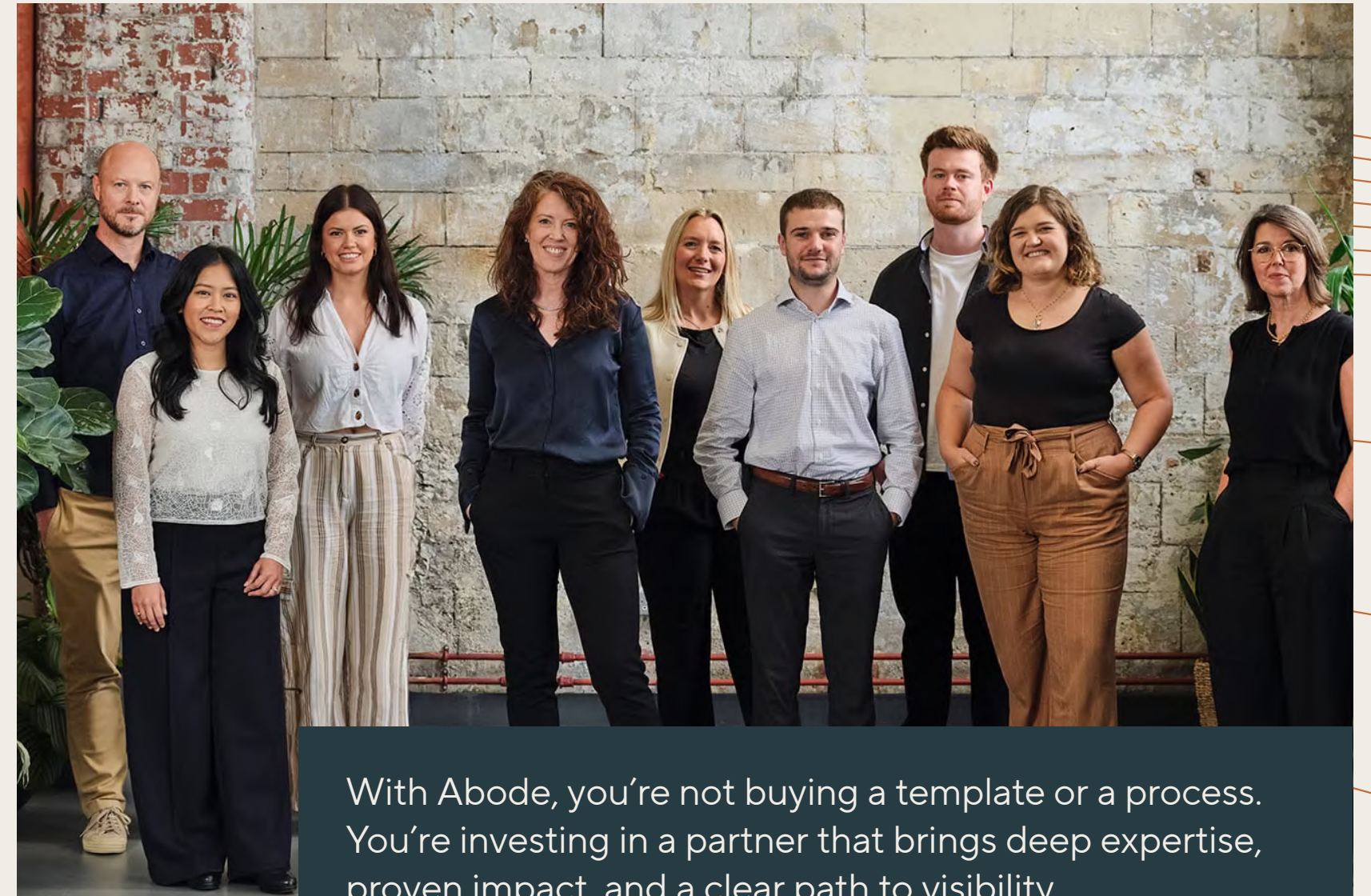
- ✓ **Scaling startups** ready to break through the noise and gain recognition with customers, investors, and partners.
- ✓ **Proptech innovators** building market presence and credibility as competition intensifies.
- ✓ **Early-stage brands** that need a clear, credible story to win trust and investment.
- ✓ **Established players** entering new markets who must sharpen their positioning and visibility to accelerate growth.
- ✓ **Companies consolidating or diversifying their offerings** that require a unifying narrative to align messaging and strengthen reputation.



Why Abode Worldwide?

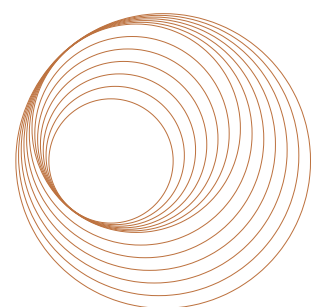
Choosing Accelerate 2026 means working with the only PR partner built for your sector.

- ✓ **We know your industry inside out.** Hospitality, lodging, and proptech aren't side projects for us — they're our entire focus. We know the buyers, the investors, the trade media, and the challenges you face because we've been shaping this industry's narrative for nine years.
- ✓ **We deliver credibility that travels.** From short-term rentals to hotels, SaaS to proptech, we've helped some of the fastest-growing companies in your space build authority and expand globally. We don't just tell stories — we secure stories that move markets.
- ✓ **We have in-market expertise.** Our strategies are built to resonate across markets. Whether you're scaling in North America, Europe, or APAC, we adapt your message to fit local contexts while protecting your global brand voice.
- ✓ **We're already ahead of the curve.** We've built visibility audits into our process — helping ensure your brand shows up where it matters most, in both media and AI-driven platforms. We're proud to be industry-recognized, with Abode Worldwide winning the 2025 Skift IDEA Award for Communications – Problem Solvers, a testament to the impact of strategic communications done right.



With Abode, you're not buying a template or a process. You're investing in a partner that brings deep expertise, proven impact, and a clear path to visibility.

The Program Structure



Phase one

Discovery & Insights (Weeks 1–3)

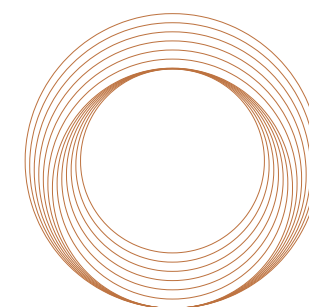
We start by getting a complete picture of your brand today — where you stand, how you're perceived, and where the opportunities lie.

Activities

- **PR Strategy & Messaging Workshop:** A 90-minute session with your leadership team to align on your brand story, goals, pain points, and PR ambitions. The workshop will include a focused session to define your draft narrative, brand pillars, and key messages.
- **Competitor Audit:** Analyse three competitors' media share of voice, positioning, and coverage to identify opportunities for differentiation.
- **Media Audit:** Assess your current coverage, messaging consistency, and visibility gaps, with a share of voice analysis against competitors.
- **AI Visibility Audit:** Review how (or if) your brand shows up in AI-driven search results, and highlight content gaps and recognition opportunities.

Deliverables

A Discovery Report and Draft Messaging Framework, presented in a clear findings session showing exactly where you can win visibility.



Phase two

Strategy & Roadmap (Weeks 4–8)

Next, we translate those insights into a comprehensive PR strategy and 2026 roadmap.

Activities

- **Finalize Messaging Framework:** Refine and approve your brand's messaging & positioning.
- **Develop Comprehensive PR Strategy:** Including objectives & KPIs, strategic pillars, and campaign concepts.
- **Quarterly PR Plan:** Map out the next 6–12 months of activity, tied to campaigns, announcements, seasonal hooks, and trade shows.
- **Final Presentation & Handover:** Deliver the full strategy, roadmap, and recommendations in a client session with Q&A.

Deliverables

A full PR Strategy, Final Messaging Guide, Campaign Calendar — all handed over in a final client session, ready to put into action.

How We'll Work Together

Your role

Bring your goals, insights, and vision. We'll draw on your expertise to ensure the strategy reflects your business, your ambitions, and your market reality.

Our role

Lead the process end-to-end. From audits and analysis to messaging workshops and strategy design, we'll do the heavy lifting and guide you through a clear, proven framework.

The outcome

In just eight weeks, you'll have a complete PR and visibility blueprint — aligned across your leadership team, ready to execute, and built to give you confidence in every campaign you run in 2026.

Thank you

Ready to get started?
Book a call with our team



Abode
Worldwide
strategic public relations