



## VIP Guest List

### EXECUTIVES

*These are your high-level diners from the C-suite and director ranks.*

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#### **Dining profile:**

This group tends to participate in a lot of private dining events, executive meetings, board meetings, etc. Although they may not often be the ones deciding where these dining events take place (see Executive Admins), they are usually the ones whose credit cards handle the transactions.

#### **How Dinova helps them:**

Saving company money, of course.

#### **Anything else?**

When executives endorse the dining program, they help influence the rest of the company to change their dining spend as well. Also, if they enroll in the myDinova Rewards program, they may be interested to know that they can redeem their rewards points for gift cards that they can use themselves or that they can send to others – a nice touch for employee recognition programs.