

Paris, January 26, 2017

Digital Day Elior Group aiming to make its employees superheroes of the social networks

On January 31, 2017, Elior Group will be organizing its “D-DAY”, a speed-training Digital Day event and the first stage in the **#WeAreSocializers** program designed to transform employees into Group digital ambassadors and make them superheroes of the social networks.

The pedagogical aim of #WeAreSocializers is to enhance the digital knowledge of Group employees by helping them understand and master the social networks. Future socializers will therefore be better equipped to accompany the digital transformation of the Group, one of the objectives featured in Philippe Salle's 2020 strategic plan.

Designed for newcomers to social networks and experts alike, this program, run by the certified Abilways Digital training team, aims to enhance the skills of employees and reveal their latent superpowers. Through a regular, fun-based and adaptable training program, employees will be able to acquire the elements they need to understand and exploit the wealth of media supports they encounter in their daily lives and, as such, become active, autonomous media players. This pilot version will be tested at Elior Group headquarters in France before the program is rolled out throughout all of the Group's operating regions.

For Group Vice-President Communications, Frédéric Fougerat: *"The social networks concern all forms of digital expression (video, text, images, photos, short drafts, etc.) and the ability to master them is a catalyst for digital project success. The aim of #WeAreSocializers is to unite our employees around the Elior Group brand and involve them in the digital transformation of the Group."*

As of January 31, Elior Group will be implementing a fun and highly professional training program featuring:

- Digital Café: several mini conferences lasting 15-20minutes each on simple and operational subjects, such as "What makes a good tweet?", "My first snap"...
- Digital Conferences: a series of generic conferences for global presence on the web and social networks, and theme-based conferences concerning one social network in particular to address the challenges and usages from A to Z.
- Digital Workshops: team work-sessions on specific digital projects. Transforming your smartphone into a photo studio, writing for the social networks, building relationships with influential bloggers, etc.

The first Digital Day will take place on January 31, 2017 at Elior Group headquarters in the La Defense business district of Paris. On the agenda: four interactive, speed-training workshops lasting 20 minutes each hosted by Group employees on the themes:

- Optimizing your LinkedIn profile
- Getting started on Instagram
- Using the "donut theory" to understand the social networks
- Five tips to help you tweet better

About Elior Group

Founded in 1991, Elior Group has grown into one of the world's leading operators in the catering and support services industry, and is now a benchmark player in the business & industry, education, healthcare, and travel markets. Now operating in 15 countries, the Group generated €5,896 million in revenue through 23,000 restaurants and points of sale in FY 2015-2016. Our 120,000 employees serve 4.4 million customers on a daily basis, taking genuine care of each and every one by providing personalized catering and service solutions to ensure an innovative customer experience. We place particular importance on corporate social responsibility and have been a member of the United Nations Global Compact since 2004. The professional excellence of our teams, as well as their unwavering commitment to quality and innovation and to providing best in-class service is embodied in our corporate motto: "Time savored".

For further information please visit our website: <http://www.eliorgroup.com> or follow us on Twitter: [@Elior_Group](https://twitter.com/Elior_Group)

Press contacts

Inès Perrier – ines.perrier@eliorgroup.com / +33 (0)1 71 06 70 60
Anne-Laure Sanguinetti – anne-laure.sanguinetti@eliorgroup.com / +33 (0)1 71 06 70 57

Investors contact

Marie de Scorbiac – marie.descorbiac@eliorgroup.com / +33 (0) 1 71 06 70 13