CORE CONCEPT

# Hotel Brand Compliance Auditing Course: Franchise Standards, PIPs and Portfolio Audits

30 November – 4 December 2026
Dubai - Five-star CBD venue

# Hotel Brand Compliance Auditing Course: Franchise Standards, PIPs and Portfolio Audits

**Ref:** 2174_31055 **Date:** 30 November – 4 December 2026 **Location:** Dubai - Five-star CBD venue **Fees:** 19500 SAR

## Introduction:

Hotel brand compliance auditing, covering franchise standards, PIPs and portfolio audits, is a 1-week course for franchise compliance managers, brand auditors, owners' representatives and multi-property operations managers, ending with a Portfolio Brand Compliance File for a case hotel group. Owners and brands face failed audits, default notices and disputes when standards clauses are misread, physical product gaps go unrecorded and property improvement plans miss their deadlines. Nominees already oversee franchised or managed hotels, and teaching is by case study on agreements, audit reports and PIP schedules. CoreConcept Training Center delivers this hotel brand compliance auditing course.

## Course Objectives:

- Interpret standards, inspection and deficiency clauses in franchise and management agreements and map them to the brand standards manual
- Assess physical product, FF&E, life safety and maintenance compliance against brand requirements
- Plan and run brand compliance audits across a hotel portfolio with self-assessments, evidence and validated findings
- Scope, cost and phase property improvement plans and track them against deadlines
- Respond to notices of default within cure periods and negotiate extensions or waivers with the brand
- Produce a Portfolio Brand Compliance File for a case hotel group

## Target Audience:

- Franchise compliance managers responsible for monitoring brand standards across franchised hotels
- Brand standards auditors responsible for inspecting properties and reporting audit results
- Owners' representatives responsible for PIP approval, capital planning and the brand relationship
- Multi-property operations and quality managers responsible for audit readiness across a cluster
- General managers of franchised or managed hotels responsible for closing brand audit findings

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## Course Outline:

### Day 1: Brand Compliance Foundations and the Hotel Portfolio

- Franchise Versus Management Agreement Compliance Obligations Compared
- Standards Clauses, Inspection Rights and Deficiency Correction Terms
- Brand Standards Manual Structure and Mandatory Versus Recommended Items
- Portfolio Compliance Baseline From Recent Brand Audit Reports
- Compliance Roles Across Brand, Owner and Operator Teams

### Day 2: Brand Standards Categories and Audit Frameworks

- Physical Product and FF&E Brand Standards Requirements
- Life Safety and Security Brand Requirements Checklist
- Maintenance Standards Evidence From Preventive Maintenance Records
- Brand Audit Scoring Bands, Thresholds and Failure Triggers
- Guest Satisfaction Scores Linked to Brand Compliance Status

### Day 3: Running Brand Compliance Audits Across Properties

- Portfolio Audit Calendar and Property Risk Ranking
- Pre-Audit Self-Assessment Packs for Hotel Teams
- Visual Documentation and Digital Twin Evidence Capture
- Brand Audit Report Review and Findings Validation
- Portfolio Compliance Dashboard Design by Property and Category

### Day 4: Property Improvement Plans, Defaults and Dispute Handling

- Property Improvement Plan Triggers at Conversion and Ownership Change
- PIP Scope Review, Cost Estimates and Phasing Plans
- Notices of Default, Cure Periods and Escalation Steps
- Missed PIP Deadline Cases and Lessons for Owners
- Waiver, Extension and Dispute Negotiation With the Brand

### Day 5: Case Study and the Portfolio Brand Compliance File

- Case Hotel Group Audit Results Diagnosis by Property
- Case PIP Prioritisation Against Budget and Deadlines
- Case Default Notice Response and Cure Plan
- Portfolio Compliance Dashboard Build for the Case Group
- Portfolio Brand Compliance File Completion and Presentation

## Skills You Will Gain:

- Agreement Clause Interpretation
- Brand Standards Mapping
- Physical Product Assessment
- Portfolio Audit Planning
- Audit Evidence Validation
- Capital Works Phasing
- Default and Cure Management
- Compliance Dashboard Reporting

## Why Attend This Course:

- Deliver a Portfolio Brand Compliance File to the owner, the asset manager and the brand relationship lead
- Decide which properties and PIP items to fund first by ranking audit risk against cost and deadlines
- Avoid failed brand audits, missed cure periods and PIP overruns that lead to disputes or loss of the brand
- Equip hotel teams with self-assessment packs, evidence standards and dashboard formats built on the course

## Conclusion:

Back at work, the participant gives the Portfolio Brand Compliance File to the owner or owner's representative, the asset manager and the brand relationship lead. They use it to approve PIP funding and phasing, prioritise properties for audit support and agree responses to any open default notices. After the next brand audit cycle, the unit should compare audit scores, open findings and PIP progress with the baseline, revisit the property risk ranking and update the self-assessment packs where findings recur.

## Frequently Asked Questions FAQ:

### What should participants know before a hotel brand compliance auditing course?

Participants should already oversee, audit or report on franchised or managed hotels. Bringing an anonymised brand audit report, PIP schedule or agreement standards clause from their own portfolio makes the case work directly useful.

### How does hotel brand compliance auditing differ from a hotel service quality assurance course?

Service quality courses audit guest-facing service inside one hotel through mystery guest visits and department audits. This course works at portfolio level: agreement obligations, physical product and FF&E standards, brand audit results, property improvement plans and notices of default between owners and brands.

## When does hotel brand compliance auditing lead to a property improvement plan?

Brands usually issue a property improvement plan at conversion, change of ownership or relicensing, or after failed brand audits. The plan lists required renovations and FF&E replacement with deadlines, and missing those deadlines can lead to notices of default.

## What do participants take back from the hotel brand compliance auditing course?

Participants take back a Portfolio Brand Compliance File with audit results by property, a prioritised PIP plan, a default notice response and cure plan, and a compliance dashboard they can adapt to their own hotels.