

October 2020

the MADISON MELLE agency.

A lifestyle consultancy creating and operating one of a kind hospitality, real estate,
media & technology brands — inspiring clients across the globe.

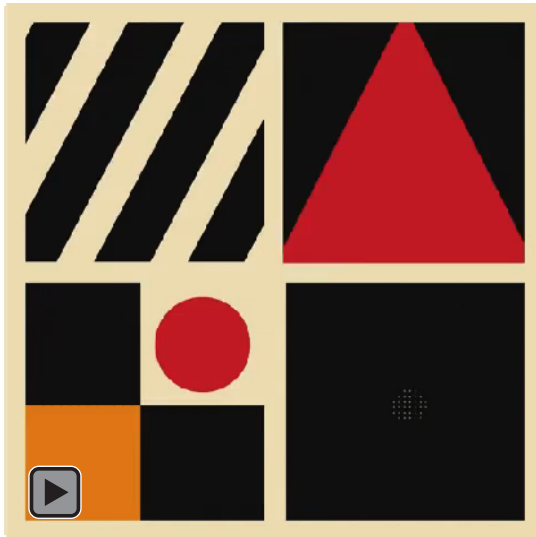
Members-Only Future?

Acclimating to the new normal definitely has ups and downs. As we seek to find safe spaces with a hint of socialization, the ever exclusive shelter of members-only venues are becoming an increasingly interesting & viable solution for staying engaged without going far. With an array of private clubs popping up, like the Chateau Marmont transformation, San Vicente Bungalows, Zero Bond & the iconic Soho Houses - see why these safe refuges are on the rise.

[Elevate Your Environment >>](#)

Photo courtesy of @sohohouse





Tune In, Not Out

When we hear the words work out, we usually just - tune out. Now, it's time to tune in. Discover [Supernatural](#) - a VR workout service where you can exercise at home (jammy's & sweats welcome), while exploring the world abroad. Get fit in Machu Picchu, the Atacama Desert or even glaciers in Iceland. Developed by [Within](#), Supernatural offers all of us work-from-homers a new way to get physical.

[Here's The Cut >>](#)

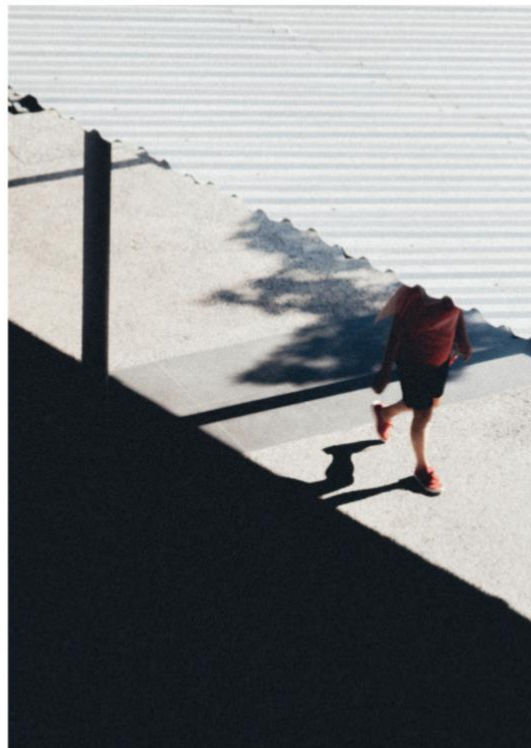
Remote Offices Duty of Care

"One in four executives have malware already on their home personal devices. This means that cybersecurity extends far beyond the enterprise. We now have a digital integrated life, & suddenly the weak soft underbelly for cyber-security professionals is our home office space."
- @Forbes

Ensure your organization and employees are prepared, secure & covered. It's a pressing priority.

[Duty of Care >>](#)

[Reset your Corporate Strategy >>](#)





Tech Tips Google Analytics

(analytics.js) is out - (gtag.js) is in.

Tech Tip - Update your Google Analytics Tag to take advantage of recent upgrades:

- Future-proof conversion measurement
- Code-less tag management
- Faster and easier integration

Need help? Drop us an email: info@madisonmelle.com



citizenM says:
work has changed,
here's a new idea

No Flight Getaways

Today, office workers can live and work from anywhere. But what does this mean for the future of Hotels? Say Goodbye to traditions - and hello to innovation. CitizenM is mixing hospitality and the corporate lifestyle with a tech enabled subscription model.

Limited to the first thousand takers!

[Learn More >>](#)

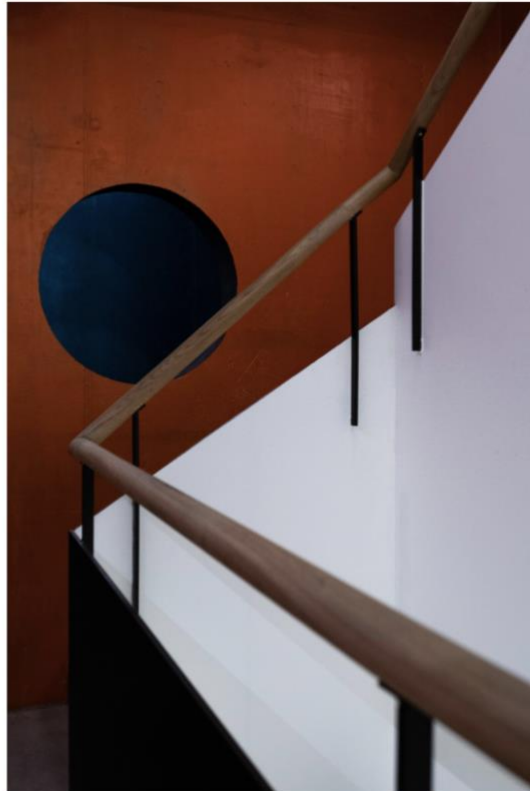
Photo courtesy of @citizenm

Train Your Gmail

Email, email, email. Let's face it, most of us have more than one inbox to manage daily. From personal life to professional life, we can't escape email surge.

It's time to take a step toward controlling this crazy source of communication. If at least one of your inboxes is powered by Gmail, there are numerous tricks and tools you can deploy to create an organized daily regimen. A more organized inbox, means greater productivity & a happier day. It's time to train Gmail, and take over control.

[Make Gmail Work,
The Way You Think >>](#)



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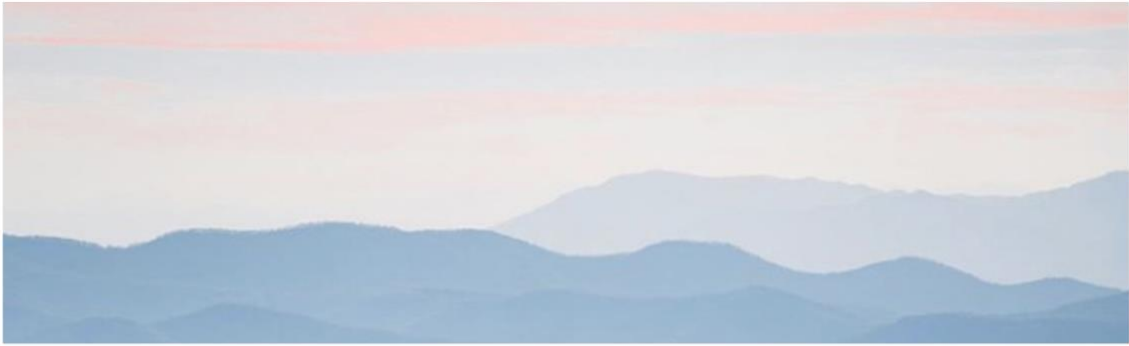
In Case You Missed It

In case you missed it, here's a copy of The 2020 Digital Transformation Report - brought to you by Skift and AWS.

View insights & reports from top industries to help transform and analyze data into top tier results.

[Read Skift x AWS Report >>](#)

Photo courtesy of @skiftnews



Parks Project SPOTLIGHT

Celebrate & Protect our National Parks.

Parks Project donates a portion of every single purchase to our National Parks, while also making a difference in the wild. From clearing invasive species in LA's wetlands, to picking up trash in Joshua Tree, and planting trees all over the country - they're up to great things.

[Shop the latest
Parks Project Collection >>](#)

Photo courtesy of @parksproject





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A multi-faceted consultancy, The Madison Melle Agency specializes in boutique, luxury and lifestyle brands, hotels, and mixed-use developments.

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