

The Hilton EventReady Playbook, designed with event planners in mind, provides expert guidance, inspiration as well as tangible solutions for creating and activating engaging, safe and socially responsible events. The expanded Hybrid Events chapter is ideal for those looking for in-depth information on planning and executing small hybrid events. It includes detailed case studies, pro-tips, a glossary of hybrid event terms and will continue to evolve alongside industry needs.

Pro-Tips

The expanded chapter contains dozens of pro-tips on topics, such as:

- › Best practices for event scheduling
- › Resource allocation
- › Catering coordination
- › Troubleshooting technology issues
- › Facilitating engagement
- › Health and safety protocols

Glossary of Hybrid Terms

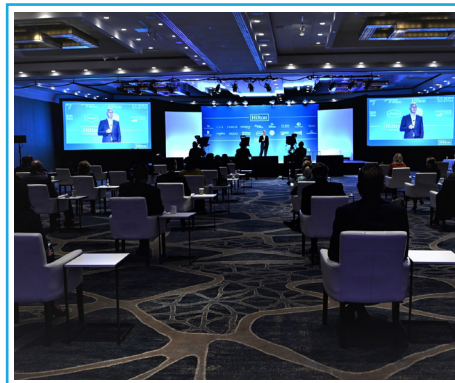
The new glossary features key terms event planners need to know when coordinating a hybrid event. From “**chroma key**” to “**simulive**,” the glossary ensures that event planners are up to speed on the latest vocabulary surrounding hybrid meetings.

Case Studies

Learn first-hand how Hilton team members and event planners worked together to successfully execute hybrid events. Within this section, event planners are equipped with detailed analyses, including key learnings of five case studies that showcase the suite of Hybrid Solutions in action.



Attendees greet one another at the Hilton Worldwide Sales Global Customer Event held in October at Hilton McLean Tysons Corner.



A ballroom set up for a hybrid presentation held in October at Hilton McLean Tysons Corner.

Sample Hybrid Glossary:

- › **Chroma Key:**
The technology used to give the illusion of graphics being displayed behind a speaker. “Green Screen” is casual nomenclature for Chroma Key.
- › **Gamification:**
Gamification refers to utilizing typical elements of game playing (like point scoring or competition with others) as an online marketing technique to encourage engagement with a product or service.
- › **Latency:**
The lag time between the content source and its streaming. Latency is common and should be tested during planning stages and rehearsals.
- › **Simulive:**
Incorporating recorded content into a live event, as if the recorded portion is happening. Typically, there is live narration or live Q&A accompanying the video to enhance the attendee experience.
- › **Transcoder:**
Creates multiple video sizes and resolutions to optimize playback for participants’ different devices and Internet speeds.

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