



About Hilton EventReady Playbook

As a key differentiator of Hilton EventReady with CleanStay, the proprietary Hilton EventReady Playbook arms event planners with tangible, plug-and-play solutions to activating a safe and responsible, as well as engaging, event.

What's in the Playbook?

Creative Room Sets

- This section illustrates the different event sets available at the hotel, from Tastings and Classroom-style to Buffets, Coffee Breaks and Theatre-style.

Sophisticated & Safe Food & Beverage Offerings

- Developed with sanitation protocols and socially responsible guidelines in mind, this highlights the various creative and flexible food and beverage offerings available and showcases how they will be thoughtfully served.

Hybrid Events + Technology Options

- As a popular option to extend the reach of a meeting, this section instructs how to combine one or more in-person events with a virtual component, connecting audiences from around the world – or even in different rooms. Additionally, planners will find technology requirements and options as well as the approved partners to engage.

Health & Wellness Considerations, Activities, Break-Outs

- From medical and workout facilities to wellness breaks, nutrition and mindfulness activities, this section includes a range of references and tips to ensure event attendees can thrive.

Creative Networking Ideas

- This section provides ideas on how to creatively network while maintaining physical distancing. Examples include progressive meals that utilize more than one meeting space; Food truck outdoor event; Unique furniture sets; Projection mapping, directing attendees to various stations.

Transportation/Logistics

- This section was designed to arm the event planner with an array of transportation resources, including links to real-time updates, to inspire a high level of confidence in meeting attendees throughout their travel journey.

Responsible Meetings

- This section helps meeting planners better understand their organization's environmental footprint as well as details how to increase positive social impact in the community.

Communication

- This section contains guidance on communication cadence and verbiage to share with attendees to set expectations of their upcoming hotel and meeting experience.

HILTON EVENTREADY

Shaped by extensive research and feedback, Hilton EventReady delivers on today's top customer priorities: cleanliness, flexibility, safe and socially responsible solutions.



**HILTON
CLEANSTAY
STANDARDS**



**FLEXIBLE
CUSTOMER
SERVICE**



**SAFE &
SOCIALY
RESPONSIBLE**



**BACKED BY
HILTON
HOSPITALITY**

MEDIA CONTACT

Colleen Hart
Director, Brand Communications
Colleen.Hart@Hilton.com
703.883.6616

