

Hilton



elevated
Meetings & Events

TECHNOLOGY & ENVIRONMENT

BASIC TECH + TOOLS



INSPIRING DESIGN, SPARKING CREATIVITY

Intuitive tools and technology are constantly evolving, and to ensure customer satisfaction we must remain on the forefront of what we offer in our meetings and events environment. Continuing to iterate and expand upon our initial upgrades, we have focused on our meeting room shell—the walls, ceiling, and floor, by addressing elements that will improve the Guest experience by incorporating inspiring design with natural, inviting elements.

This guide is here to help you through the process of activating and evolving your spaces, and Guests’ experiences with results above and beyond [Technology Package V.1.](#)



WHAT’S IN THIS UPGRADE

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**MOSS
WALL**

BE
green

**NORDGRÖNA**

Nordgröna's unique moss wall tiles give hotels the ability to bring a taste of the outdoors into meeting rooms. In addition to being aesthetically pleasing, the moss wall serves as an air purifier and sound absorber that does not require sunlight, watering, or pruning.

 nordgrona.com



Moss wall tiles are a simple way to refresh beige meeting rooms. Guests have told us they like seeing the indoors brought inside, and this product does just that with the completely customizable tile format designed to fit any room.

GUESTS LOVE IT



Looking at natural elements in a meeting space makes me more engaged and less like I am being forced into a boring box.

Even though I might be indoors, I still feel refreshed.



BRING THE OUTSIDE IN

- Promote Guest satisfaction with natural elements.
- Increase the desirability of sub-ground level meeting space.
- Create an open-air environment, preferred by 9 out of 10 meeting planners.

OPERATORS SEE VALUE



These green elements allow us to transform less preferable spaces with no natural light, into dynamic spaces which grab Guests' attention.

With these additional green elements, Guests love our second option space just as much as our first.



THREAD

ACCESS
power
ANYWHERE

Steelcase

Steelcase Thread can bring power to any inch of a room. At a height of just 3/16", Thread's power track seamlessly integrates into a space, laying nicely underneath carpeting and providing power to furniture and users, without impacting foot traffic.

 steelcase.com



We're powering the floor of our small meetings and events spaces to let guests plug in and power up wherever they are. With this easy to install solution, Guests won't have to hunch next to a wall outlet to charge their devices.



CHARGE UP EVERY SPACE

- Boardrooms
- Social Spaces
- Pre-Function Spaces
- Lounge Zones
- Restaurants & Bars

GUESTS LOVE IT



I am always looking for places to plug in, whether for my phone or my laptop.

These charging stands gave me the option to sit anywhere I wanted in the meeting space, and not just in upright, counter-like seating near outlets.



OPERATORS SEE VALUE



I am constantly watching Guests search for outlets that they can sit near. These stands give Guests more options and the ability to sit where they are comfortable, and actually stay longer as a result.



**WATCH
PRODUCT
VIDEO**



**LEARN MORE
AND ORDER
THIS PRODUCT**

COELUX

CHASING daylight



CoeLux artificial skylight brings the appearance and feeling of sky and natural light to any room with its advanced nano technology. With CoeLux, hotels can bring daylight into interior rooms that were previously kept in the dark.

 coelux.com



Access to natural light is consistently listed as a top priority for meeting attendees, and it’s no surprise. We know daylight increases concentration and productivity while decreasing stress and conflict. By adding CoeLux to meeting rooms that otherwise lack access to natural light, hotels can make small meeting rooms attractive upon booking.

GUESTS
LOVE IT



I kept forgetting we were actually underground. The lights seemed so real. I never felt trapped or lethargic.

I was able to stay focused and engaged throughout my entire meeting.



OPERATORS
SEE VALUE



These lights completely transformed undesirable spaces without any natural light, into actual viable meeting room options for our customers.

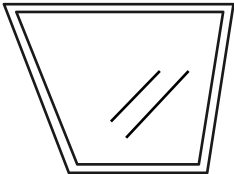
It was a win-win situation.



LET THE LIGHT
SHINE THROUGH

Convert second-option space into first-option selections.

Increase meeting attendee productivity levels with the appearance of natural light.



**WATCH
PRODUCT
VIDEO**



**LEARN MORE
AND ORDER
THIS PRODUCT**

NANOLEAF

LIGHTING WITH personality



Nanoleaf is an easy to install, beautifully personalized lighting experience that can completely transform a space with a simple tap.

• nanoleaf.me

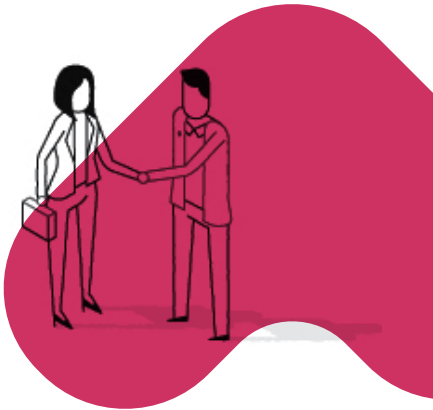


With Nanoleaf, Guests are invited to interact with the room itself. This meeting room feature helps spark creativity and keep meeting attendees engaged.

**YOUR OWN
BEST LIGHT**

Customize lights to match the intended mood of the meeting.

Create an inspiring space attracting meeting planners and attendees.



**GUESTS
LOVE IT**



I loved playing around with different settings of the lights. We were able to completely customize them for our event.

Being able to mimic our event's colors, these lights added a dynamic element that became a must-have for us in future events.



**OPERATORS
SEE VALUE**



These lights add a fun and personalized element to any meeting space.

Whether to enhance a meeting's theme or simply act as silent cue that the meeting is progressing to the next part, it's a wonderful addition.



**WATCH
PRODUCT
VIDEO**



**LEARN MORE
AND ORDER
THIS PRODUCT**

UPDATE AMENITIES, MODERNIZE PRICING

DRAW DEMAND THROUGH DIFFERENTIATION

Hotels experience a reduction in demand capture when basic technology is missing or faulty, especially as competitors continue to invest in modern tech.

77% of meeting planners say intuitive tech is important to them when looking for a meeting space.

TIP Offer one or all of these products in the meeting experience and promote as a point of differentiation and competitive advantage.

DRIVE RATES THROUGH VALUE CREATION

Research shows that customers possess a stronger willingness to pay when technology is simple, seamless and part of the meeting product.

Negative guest sentiment occurs when guests are charged extra for basic tools and technology in their meeting experience, resulting in 150% increase in the number of venues using built-in pricing for the basic tech and AV.

TIP Build-in or bundle these products in the price of the meeting room to enhance your value proposition in the marketplace.