



# 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](mailto:Colleen.Hart@Hilton.com)  
703.883.6616

