

# The Meetings Maximizer: The Next Generation of Meetings & Events

Hilton's *The Meetings Maximizer: The Next Generation of Meetings & Events* is ushering in 'The Year of the Meetings Maximizer.' The 2025 planner and their attendees are **maximizers**, seeking to make the most of in-person connection, their network and time together. Hilton is spotlighting the future of meetings and events with a special section of the 2025 Hilton Trends Report, exploring a variety of insights and new solutions to make work meetings and events more welcoming – from the Gen Z employee taking on their first full-time job to the Gen X senior leader who has attended meetings and events for their entire career.

## Event Prep 2.0: The Surge of Extreme Meeting Preparedness



### Traveling for Work

Nearly **9 in 10 (87%)** are likely to travel for an external work or work-related event in the next 12 months.



### In-Person Attendance

Only **44%** of those with 5 or less years of work experience are very comfortable attending in-person events.



### Know Before You Go Briefing

**58%** of attendees would feel more comfortable at in-person events with a briefing to address all their last-minute pre-event questions.



### Communication is Key

**59%** feel more comfortable at in-person meetings and events when they have a number they can text to get their questions answered.



### The Power of Personal Branding

**54%** of eventgoers report feeling more comfortable having icebreaker questions to help start a conversation.

## Sound Shhhift: The Rise of Silent Meeting Time



### Meeting Mode

More than half (**51%**) of attendees report having to be 'on' for long periods of time as a top reason to feel at least moderately anxious.



### Event Overload

Nearly **7 in 10 (68%)** professionals agree that work events are often too long.



### Pausing with Intention

Building in breaks so the schedule is not completely full (**71%**) and having dedicated quiet areas to work or check work emails (**65%**) allow attendees to feel more comfortable at in-person events.



### Time to Refuel

**78%** of respondents agree that sometimes when they are at a work event, they need a break or time to themselves.



### The Power of Saying More with Less

Having smaller meetings instead of large ones to feel more at ease speaking (**62%**) enables attendees to feel more comfortable at in-person events.

## Attendees Seek Steps for a Stress-Free Start



### Meeting the Occasion

**Two in five (42%)** agree that they are unsure of the proper dress attire.



### Fit Check

**79%** of Gen Z report feeling at least a little anxious about not having the right attire when attending a work event.



### Sipping & Snacking Securely

**38%** of eventgoers worry they will spill their food or beverage on their clothes.



### Personal Packing Guidance

Sharing suggested attire guidelines for attendees to reference as they get ready or pack allows meeting goers (**67%**) to feel more comfortable at in-person events.



### Will Travel for Food

Having food menus sent in advance (**60%**), non-alcoholic drink options (**52%**) and food options for people with allergies (**52%**) make eventgoers feel more comfortable and reduces meal-time anxieties.

## The Emergence of Pod Squad Travel



### Building Connections

**82%** agree that they have built a better connection with their team members because of work meetings and events, **78%** with their boss and **76%** with executives and senior leaders.



### Career Advancement

**71%** agree that they have met someone at a work event who has helped them further their career.



### Igniting Conversations

Both **54%** of Gen Zers and Millennials (**48%**) are more likely than their older counterparts to report struggling to make new connections at work events.



### Plus One, Please

Being able to bring at least one "Frolleague" – a friend who is also a colleague – or team member to the event empowers **59%** of attendees to feel more comfortable at in-person events.



### Will Travel for Frolleagues

**82%** of attendees prefer to go to meetings or events if they are with somebody they know, and **83%** agree that they have made new friends at work meetings or events.