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Hilton Introduces HED Talks, Delivering Insights and Ideas from Travel Industry Experts

Video series educates customers, team members and beyond through online content

MCLEAN, Va.--(BUSINESS WIRE)-- As a way to provide meeting industry professionals and customers with key insights and best practices, [Hilton Worldwide](http://www.hiltonworldwide.com) (NYSE: HLT) has launched Hilton Elevated Discussions (HED Talks) – a video series showcasing thought leadership from various meeting industry professionals and travel industry influencers.

HED Talks feature notable speakers such as Roger Dow, president & CEO of the U.S. Travel Association; Bernard Quancard, president and CEO of the Strategic Account Management Association; Deborah Sexton, president & CEO of the Professional Convention Management Association; Bobby Heard, associate executive director at the American College of Emergency Physicians; and Marie Hunter, senior director, meetings, conferences & events for the Institute of Electrical and Electronics Engineers (IEEE).

"Hilton takes pride in representing the most connected meeting, travel and business experiences, but it's understanding what's important to our customers and providing them with solutions, tools, insights and information that makes the difference," said Mark Komine, senior vice president and head of sales for the Americas. "The HED Talks videos create an opportunity for planners and thought leaders to share peer-to-peer best practices, which isn't being done by others in the industry. It's about human connection and helping move our customers' world closer to those connections – H2H – human-to-human."

Videos are organized into four areas of focus – Building Connections, Driving Results, Creating Experiences and Doing It All Responsibly. The series will continue to evolve with the industry as new trends and best practices are identified.

HED Talks are part of Hilton's broader sales philosophy – dubbed Connect – which refers to the company's belief in the power of human interactions. HED Talks address the importance of these face-to-face connections and how planners can overcome the challenges of limited time and budgets to achieve a return on investment and to create environments that enrich the lives of attendees.

For more information on HED Talks, or to view the series, visit <http://www.hiltonworldwide.com/hedtalks>.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of eleven world-class global brands is comprised of more than 4,100 managed, franchised, owned and leased hotels and timeshare properties, with more than 685,000 rooms in 92 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®.

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