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Hilton Aims to Inspire Planning Professionals with Launch of 'Idea Network'

Company expands Connect+, providing thought-provoking content to community

MCLEAN, Va.--(BUSINESS WIRE)-- Hilton (NYSE: HLT) believes in the power of face-to-face connections. As a continued rally to inspire creativity and to help transform everyday events into memorable experiences, today the company announced the launch of [Idea Network](#), an online resource created for planning professionals. With the immense amount of information shared online every day, the Idea Network features the most relevant information and trends in an easy, manageable format.

As the latest enhancement to the [Connect+ website](#), the Idea Network features a compilation of articles, advice and tips, sourcing from both online publications and experts. The Idea Network is organized into four sections, focusing on four common desired results for meetings and events — Creating Experience, Driving Results, Building Connections and Doing It All Responsibly.

“We created Idea Network to inspire planners - to push them to think beyond their everyday processes and to help them over-deliver on their results,” said Lesley Brasesco, managing director, sales effectiveness for the Americas at Hilton Worldwide. “While this is the latest expansion of Connect+, this isn’t the last. We have a commitment to our team, customers and the industry to continue to evolve and create tools that link our community and to help educate meeting and event professionals.”

Each week, articles will be added to the page, encouraging readers to share with their social channels. Current features include:

- Creating Experience: “[5 Ways to Turn Your Boring Meeting into a Meaningful Experience](#)”
- Driving Results: “[Measuring Your Event’s Success in Real Time](#)”
- Building Connections: “[7 Ways to Start a Successful Networking Group](#)”
- Doing It All Responsibly: “[Green Meetings Made Easy](#)”

The Idea Network is accessible through the [Connect+](#) homepage. Beyond connecting planners to the Idea Network, the Connect+ website offers planners access to the [Hilton Elevated Discussions](#) educational video series, planning tools like Meetings Simplified and ‘getplanning’, group offers and more. For more information visit <http://news.hiltonworldwide.com/ConnectPlus/>.

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 12 world-class global brands comprises more than 4,200 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, Canopy 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 guest-loyalty program, Hilton HHonors.

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