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## Meeting Masters

The **15 most innovative meetings** and what you can learn from them.

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For planners who produce conferences, trade shows, meetings, or other face-to-face events, the challenges today may be greater than ever. The attention span of their target audiences is fragmented thanks to the profusion of apps, software, and other technology tools that keep them constantly connected—and swiping left

on anything that doesn't immediately captivate them. To prevail in this demanding environment, smart planners are shaking up their events, adopting new formats, and testing new strategies to stimulate meaningful and memorable experiences. Here's a look at the 15 most innovative meetings across North America.



### 8. Hamptonality Unleashed 2016 Happiest Huddle Ever

**The hospitality brand demonstrated how to communicate a distinct message to attendees.**

**A**bout every two years, Hampton by Hilton convenes the general managers of its 2,300 hotels from 20 countries for three days of learning, networking, community-building, and immersion into the brand's culture.

For the 2016 event in November in Orlando, the company worked with AgencyEA to weave the concept of happiness throughout the entire experience, from pre-event communications through follow-up months later. The theme connected to the rebranding of the company's pledge to guests to offer not just a "satisfaction guarantee" but a "happiness guarantee."

Gina Valenti, Hilton's vice president of brand hospitality, said her goal was to translate the event's theme into a dynamic experience that touches the senses of her attendees, creating what she calls a "sensorium."

"I look at event planning as experience planning," she said. "Our managers who come to these events spend their days working to create memorable, exceptional, and heartfelt experiences for their guests,

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