



## TribeAgency creates unique seminar presentation for Hilton Hotels



### Market Outlook

Despite the increase in travel websites and Internet booking tools, travel agents still play a predominant role in the hotel booking process. It is important for hotel sales managers to understand the different distribution channels that contribute to keeping their hotel rooms filled. However, misconceptions about bookings can often cause confusion and hold hotels back from fulfilling their true booking potential.

### Opportunity

Hilton Hotels Corporation began when Conrad Hilton purchased his first hotel in Cisco, Texas back in 1919. Since then, Hilton has grown to become the most recognized name in the global lodging industry. Hilton Corporate owns over 500 hotels in cities all over the world, comprised of 11 brands, including Hampton Inn, Homewood Suites, Doubletree, Embassy Suites, Conrad Hotels, and the Waldorf Collection.

The Distribution Department of The Hilton Family approached TribeAgency to design a full day seminar presentation for hotel managers and owners to educate them on existing and emerging distribution channels and industry strategies. The Distribution Department had given presentations in the past, but wanted to surpass all expectations and create a new seminar that would impress sales managers and inspire better distribution understanding and practices.



### Solutions

TribeAgency eagerly stepped up to the plate, determined to create a seminar that would not only “wow” seminar attendees, but exceed the Hilton team’s expectations as well. To really take the presentation to the next level, TribeAgency set out to improve upon three main areas: content clarity, visual interest, and interactivity.

To improve content clarity, TribeAgency gathered content from the various Distribution Department members and pulled the information together into a cohesive outline. The new content organization focused on the goals of the presentation with an emphasis on the specific priorities of sales managers and hotel owners. Editing was crucial to the process, as TribeAgency cut over ten hours worth of varying content down into a digestible format to fit a seven hour presentation.



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