



THE PERFECT CONFERENCE CODE CRACKED

London, UK, 18 May 2010 - Hilton London Metropole, the UK's largest conference and events hotel, has cracked the code to the perfect conference with a specially devised formula that will enable event organisers to help maximise the success of their future events.

The formula, available on request from the hotel's conference and events team, shows the chance of having a successful conference as a percentage score, ranging from 0.1 to 100 percent.

Avner On, general manager at the Hilton London Metropole, said: "While guests can always be confident of a great event at the hotel, our experienced team is constantly looking for ways to further help plan the perfect conference. This special formula provides an advanced calculation of success based on some key factors, enabling any potential issues to be flagged early and ensure a seamless conference."

To produce the formula the Hilton London Metropole conducted an in-depth survey with more than 600 event attendees and organisers from across the UK and Europe on what constitutes a perfect conference.

The survey revealed that 9am is the preferred conference start time, according to 61 per cent of respondents. Eighty per cent of respondents favoured the buffet option over a sit down dinner and 60 per cent reported that two coffee breaks were enough.

Conference speakers should take heed, with 65 per cent of respondents agreeing that the length of a speech should be between 15 and 30 minutes long.

The majority of those surveyed reported that they do not like to travel any more than one hour to get to a conference and like conference facilities that have excellent transport links.

Respondents also said that venues should have well-trained event staff, be well-equipped with the latest technology and have leisure amenities to keep conference attendees entertained.

"The survey results are very much in tune with what the Hilton London Metropole has to offer. Our hotel is located in the heart of London and is very accessible to major transport and road links. Our conferencing rooms are well-equipped with the latest technology and we have some of the best event staff in the country. We also have a range of leisure amenities including a gym, pool, restaurants and bars to keep conference attendees entertained," said Mr On.

Details of the formula are available via www.hiltonlondonmet.com.

European variations

The Hilton research unravelled some interesting variations across Europe:

- British are most likely to use the bar but also most likely to use a health club
- French are less likely to use a venue bar while attending a conference
- Germans are more likely to use a health club but less likely to use Wi-Fi
- Italians are the least health conscious, with only 25 per cent reporting that they use a health club whilst staying at a hotel during a conference
- Spanish have the highest usage levels of business centres and Wi-Fi

How the formula works

$$F/([P/4] + [S/10] + [C/4] + 1)([B+1] T)$$

The formula shows the chance of having a successful conference as a percentage score, with 100 percent being the best possible score.

F = number of amenities and services the Hilton London Metropole has. Twenty points are scored for each amenity and service. The combined maximum number of amenities and services is 5.

Amenities and services can be selected from the following list:

- Well-trained staff
- Selection of different sized conference rooms equipped with the latest technology
- Easy access to transport links
- Leisure facilities, for example: restaurant and/or bar, gym, swimming pool etc
- Accommodation for conference attendees

(This list has been devised base on the Hilton questionnaire).

P = the conference starting time's proximity to 9am to the nearest complete hour.

- Start times after 9am are rounded up to the nearest hour. A start time of 9.05am would be rounded up to 10am, meaning the value of P would be one
- Start times before 9am are rounded down to the nearest hour. A start time of 7.30am would be rounded down to 7am, meaning the value of P would be two

S = every five minutes or part thereof that speech exceeds 30 minutes

C = the difference between actual number of coffee breaks and optimum number of breaks (two)

T = time spent travelling to conference rounded up to the nearest hour

B = has a value of 0.2 or 0 depending on whether a buffet is available (yes – 0) or (no – 0.2)

Instructions

- 1) Assign the correct numerical value to each letter
- 2) Add a quarter of P, a tenth of S, a quarter of C and 1
- 3) Add 1 to B, then multiply the result by T
- 4) Multiply the result of stage 2 and stage 3 together
- 5) Divide F by the result of stage 4

-ends-

Notes to editors:

The online survey was conducted by Hilton. 640 people from the UK, France, Germany, Italy, Russia and Spain took part in the survey.

About Hilton Worldwide

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For more than 90 years, Hilton Worldwide has been offering business and leisure travellers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,500 hotels in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®.

For further information, image and interview requests, please contact Golley Slater PR on 020 7255 6400.

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