

High Performance Meetings

Wellness Powers Impact

Guidance for meeting planners

Consider attendee wellness before, during, and after your event with practical ideas that build on the World's Most Welcoming Events initiative.



Table of Contents

High Performance Meetings: Wellness Powers Impact	3
World’s Most Welcoming Events	3
High Performance Meetings	3
How HPM works with WMWE	3
What attendees tell us	4
Wellness throughout the event	5
Arrive Ready.	6
Know Before You Go communication	6
Grounded arrival	7
Stay Ready.	8
High Performance agenda design	8
High Performance nutrition	9
Wellness-focused design	10
Wellness experiences	11
Return Ready.	12
Event-to-Home communication	12
Put it into practice.	13
HPM planning checklist	13
Resources	14

High Performance Meetings: Wellness Powers Impact

Developed in partnership with human performance experts at TIGNUM, High Performance Meetings looks at how to support attendee wellness before, during, and after an event. The framework focuses on four areas that can influence the attendee experience: mindset, nutrition, movement, and recovery.

World's Most Welcoming Events

World's Most Welcoming Events (WMWE) was developed by Hilton to help create events where everyone feels welcome, enjoys participating, and can't wait to return. The initiative offers hotel teams and meeting planners practical ways to create more intentional, welcoming experiences across every aspect of the event.



High Performance Meetings

High Performance Meetings (HPM) helps planners deliver a performance optimized meeting.

HPM is not a separate type of event or a prescribed package of wellness activities. Think of it as another way to put the WMWE principles into practice, with wellness at the forefront.

Use the ideas in this playbook as you build your program and work with your hotel contact. The right approach will depend on your attendees, meeting objectives, destination, schedule, and budget.

Hilton × TIGNUM
FOR THE STAY™

How HPM works with WMWE

World's Most Welcoming Events creates the broader foundation for events where attendees feel prepared, comfortable, and cared for.

High Performance Meetings applies a wellness lens to that experience, with additional guidance around mindset, nutrition, movement, and recovery.

What attendees tell us

Attendees arrive with different schedules, travel demands, and expectations. Once the event begins, long days and limited downtime can make it harder to stay engaged. Research behind World's Most Welcoming Events provides useful insight* into some of those pressure points:

67% of attendees feel less engaged when an event does not provide enough downtime.

55% have skipped a session when an event did not include enough planned breaks.

71% say poor temperature or ventilation can add stress to the meeting experience.

74% worry about having enough time to move between sessions.

Breaks are important, too.

For **60%** of attendees, it's what they look forward to most,
and **80%** say specialty coffee or tea makes those recovery moments even better.

* Research conducted in partnership with Ipsos. (2024–2025)

Together, these findings reinforce an important idea behind High Performance Meetings: How the day feels matters. Pacing, transition time, physical comfort, and opportunities to reset can all influence the attendee experience.

As you plan your event, HPM can help you consider those needs alongside the business objectives that brought everyone together.



Wellness throughout the event

Arrive Ready. Stay Ready. Return Ready.

High Performance Meetings, crafted with TIGNUM, considers wellness through the full attendee experience, including before and after the event.

Four performance pillars run throughout the framework:

Mindset

The practices and environments that help attendees arrive focused, present, and ready to engage.

Nutrition

Food, beverage, and hydration strategies that support sustained energy and performance.

Movement

Intentional opportunities for physical activity that fit naturally within travel and meeting schedules.

Recovery

Experiences and spaces that allow attendees to reset, recharge, and maintain performance over time.



Those pillars come to life across the attendee experience:

Arrive Ready.

Help attendees prepare before travel and transition from travel mode to meeting mode upon arrival.

Core elements:

- Know Before You Go communication
- Grounded arrival

Stay Ready.

Consider how the meeting day itself can support attendee wellness.

Core elements:

- High Performance agenda design
- High Performance nutrition
- Wellness-focused design
- Wellness experiences

Return Ready.

Help attendees close the meeting with intention and transition back to everyday routines.

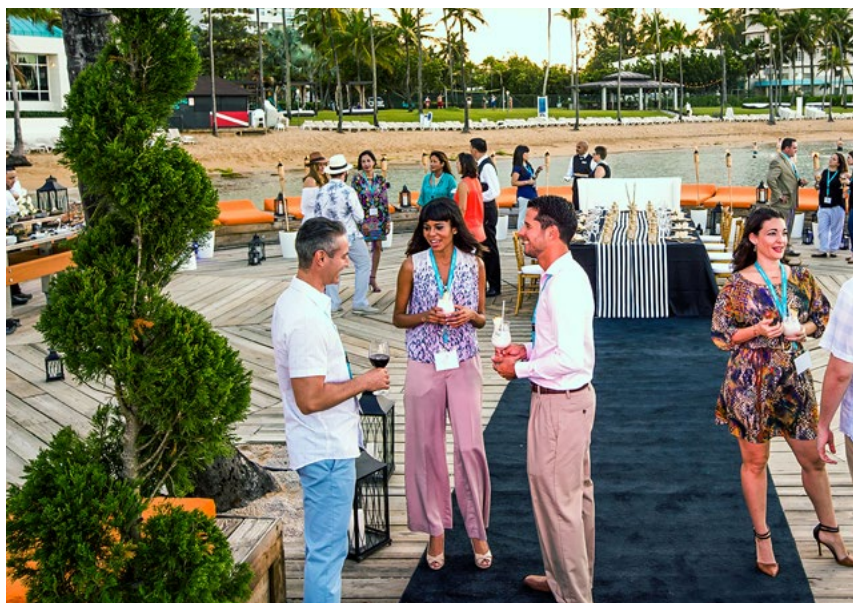
Core element:

- Event-to-Home communication

Arrive Ready.

CORE ELEMENT: Know Before You Go communication

How attendees prepare in the days leading up to the meeting determines the cognitive capacity they bring. Sleep quality, nutrition patterns, primed immune systems, and mental readiness aren't nice-to-haves. They're the foundation of everything that happens when the meeting begins.



What to include

Cover the practical details.

Include the information attendees will need to navigate the experience confidently, such as travel and arrival details, meeting logistics, dress advice, and relevant destination information.

Think about comfort when providing attire guidance, too. Let attendees know what they may need for different meeting spaces, activities, or wellness experiences so they can pack accordingly.

Incorporate TIGNUM travel strategies.

Include a few practical wellness strategies around hydration, sleep, movement, and travel fatigue to help attendees prepare for the journey and arrive ready.

Prepare attendees for the meeting itself.

Share the purpose of the meeting and what attendees can expect. Consider including a question or prompt that helps people think about what they want to contribute or accomplish before they arrive.

Work with your hotel team.

Your hotel contact can help you identify hotel information to include, such as menus, fitness facilities, outdoor areas, wellness amenities, or other resources attendees may want to know about before arrival.

CORE ELEMENT: Grounded arrival

Travel can leave attendees tired, distracted, or simply in need of a few minutes to adjust. A grounded arrival gives them time and space to make the transition before the meeting asks for their full attention. Think about what attendees will encounter during their first few hours at the hotel, not only when the first official session begins.

Give people time to settle in.

When the schedule allows, avoid moving immediately from arrival into demanding sessions or required networking. A gradual start can give attendees time to check in, unpack, and adjust after travel. If attendees are arriving from multiple time zones or after long travel days, this becomes even more important.

Make basic needs easy to meet.

Consider what attendees may need when they arrive. Can they easily find water or something to eat? Do they know where they can get outside, take a walk, or use the fitness facilities?

Your hotel team can help identify relevant resources and communicate what is available.

Create room for a reset.

Some attendees may want to connect as soon as they arrive. Others may need time alone. Consider providing a designated quiet space where attendees can step away for a few minutes.

Keep the arrival experience simple.

A grounded arrival does not require elaborate programming. In many cases, less programming is the point. Give attendees enough information to find what they need; then allow some room to make the transition on their own terms.



Stay Ready.

CORE ELEMENT: High Performance agenda design

A High Performance Meeting agenda is designed around how attendees focus, engage, and recover, not simply how much content can fit into the day. The following TIGNUM guidance helps meeting planners create a practical rhythm of focused work, interaction, movement, nourishment, and recovery.

Plan focused work in 60–90 minute blocks.

Follow demanding content with an intentional opportunity to move, hydrate, connect, reflect, or change environments.

Protect the best windows for important work.

Schedule strategic discussions, decisions, and problem-solving when attendees are most likely to be alert. Consider arrival patterns, time zones, and jet lag.

Create a varied rhythm.

Alternate presentations, discussion, collaboration, movement, individual reflection, and changes in room or setting.

Protect the breaks you build.

Breaks are part of the meeting experience. Allow enough time for attendees to move between spaces, get something to eat or drink, check in on other responsibilities, or just step away.

Avoid filling every break with optional programming. Even when an activity is technically optional, attendees may feel pressure to participate.

Reserve time to close well.

Build in reflection and action planning so attendees leave with clear takeaways and next steps rather than ending on the final content slide.



CORE ELEMENT: High Performance nutrition

Food & beverage is more than a catering decision; it is an important part of the attendee experience and meeting strategy. In a High Performance Meeting, thoughtful menu planning can help support attendee energy, focus, engagement, and overall experience throughout the meeting.

Look at the whole day.

Plan meals and breaks as part of the overall agenda. Consider timing, the demands of surrounding sessions, and the range of choices offered throughout the day.

Coordinate with your hotel team so F&B supports attendee needs without interrupting the meeting flow.

Keep hydration accessible.

Make it easy for attendees to stay hydrated without waiting for a scheduled break. Work with your hotel team to determine where water can be available based on the meeting spaces and attendee flow.

Menu design for peak performance.

Ensure meals and snacks help maintain steady energy, support cognitive function, and prevent the spikes and crashes often associated with traditional event catering.

Offer balanced meals with choice.

Include protein, vegetables, healthy fats, whole-food carbohydrates, and options for different dietary preferences. Use fresh, minimally processed ingredients whenever possible.



Think beyond traditional break offerings.

Breaks can offer nourishing choices alongside familiar favorites. Talk with your Catering team about options that make sense for your attendees, meeting schedule, and budget.

CORE ELEMENT: Wellness-focused design

Attendee experience is influenced by more than the agenda, so design the meeting for performance. Room layout, lighting, acoustics, temperature, and access to other spaces can affect how comfortable people feel throughout the day.

Work with your hotel team to think about what attendees will be doing in each space and what environment will best support it.

Start with the work.

A presentation may need a different setup from a collaborative discussion. Consider whether attendees need to see a screen, talk with one another, move around, or work in smaller groups before settling on a room configuration.

Pay attention to physical comfort.

Temperature, lighting, acoustics, and ventilation shape how well attendees can focus, so HPM treats the meeting room itself as part of the experience. Discuss these considerations with your hotel team during planning and know whom to contact if an issue comes up during the event.

Look beyond the meeting room.

The spaces surrounding the meeting can be useful, too. Ask about outdoor areas, walking routes, informal gathering spaces, or places where attendees can step away.

Make navigation easy.

Review how attendees will move between sessions and whether the schedule allows enough time to get there comfortably. Clear wayfinding and realistic transition time can reduce unnecessary stress.

Provide a quiet option.

Identify a designated space where attendees can take a few minutes to themselves. Make sure they know it is available and where to find it.



CORE ELEMENT: Wellness experiences

Build wellness experiences into the event. Unlike in the past, these elements should take center stage—intentionally placed at pivotal moments within the agenda. Although traditional wellness amenities like a smoothie bar or chair massage remain welcome and additive, this approach widens the aperture to include meaningful, performance-driven and culturally rooted experiences—from breath work that supports speakers ahead of key moments to immersive cultural programming that authentically unlocks the spirit of the destination.

Instead of starting with a list of activities, think first about what attendees may need at that point in the day.



Build wellness into the agenda.

Identify at least one opportunity each day for a wellness experience, and work with your hotel team to select an experience that supports the meeting objective, attendee needs, schedule, accessibility, and ease of participation.

Leave a lasting impression.

Create one memorable wellness moment that becomes a meaningful part of the attendee experience and reinforces the purpose of the meeting.

Start of day

Help attendees prepare for the day ahead with energizing experiences such as morning fitness, walking, and yoga.

Midday

Break up longer periods of sitting and support renewed focus with outdoor activities, mobility exercises and even spa treatments.

Between sessions

Reset attention and energy with stretching, movement, and outdoor exposure.

End of day

Help attendees recover and transition out of meeting mode with spa treatments, meditation, relaxation, recovery experiences, or gentle movement.



Return Ready.

CORE ELEMENT: Event-to-Home communication

After the meeting, the work isn't over. How participants transition back to their regular responsibilities, integrate what they learned, and sustain the momentum created determine whether your meeting investment compounds or evaporates.

Help attendees transition home.

The meeting may be ending, but the attendee experience continues. Give attendees a few intentional minutes to reflect on what they learned, identify what they want to carry forward, and consider what comes next. This helps close the meeting with purpose and supports the transition back to work, home, and everyday routines.

Follow up with purpose.

A concise Event-to-Home communication can reinforce key meeting takeaways, next steps, and resources attendees may want to revisit. Send it while the event is still relatively fresh rather than waiting until attendees have completely returned to their usual routines.

Carry useful wellness practices forward.

If attendees respond well to a wellness practice or resource during the meeting, make it easy for them to continue it afterward. Consider sharing a movement routine, recovery tip, or other resource from the event in your follow-up.

Keep it relevant.

The follow-up does not need to recap everything that happened. Focus on key information attendees need upon their return.

Put it into practice.

HPM planning checklist

Arrive Ready.

- ☐ Create a clear Know Before You Go communication.
- ☐ Include relevant travel, arrival, and dress guidance.
- ☐ Share menus in advance when available.
- ☐ Consider simple travel wellness guidance that fits your attendees.
- ☐ Communicate the meeting purpose and expectations before arrival.
- ☐ Allow enough time for attendees to settle in after travel.
- ☐ Ask your hotel about fitness, outdoor, wellness, and quiet spaces.

Stay Ready.

- ☐ Review the agenda from the attendee perspective.
- ☐ Allow enough time for breaks and transitions.
- ☐ Avoid filling every break with optional programming.
- ☐ Coordinate F&B selections and service timing with the agenda.
- ☐ Make hydration easy to access throughout the day.
- ☐ Consider room setup, lighting, acoustics, temperature, and attendee flow.
- ☐ Explore wellness experiences that fit naturally into the meeting.
- ☐ Schedule strategic discussions when attendees are most likely to be alert.
- ☐ Design menus for peak performance.

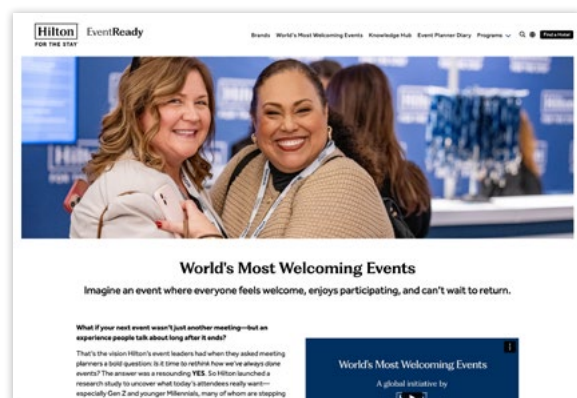
Return Ready.

- ☐ Allow time for attendees to reflect before the meeting ends.
- ☐ Send a concise Event-to-Home communication.
- ☐ Reinforce the most relevant meeting takeaways and next steps.
- ☐ Share wellness practices or resources attendees may want to continue.

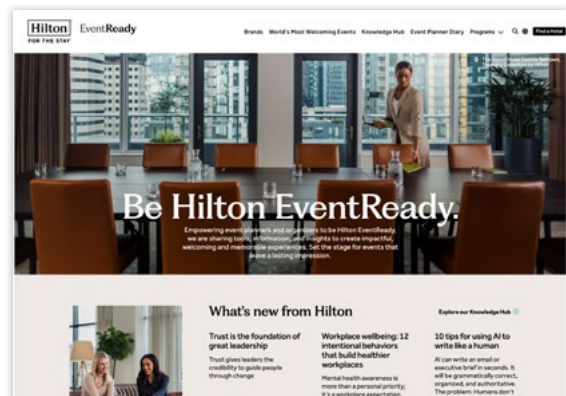
Remember: HPM is a flexible framework. Start with your meeting objectives and attendee needs; then choose the ideas that make sense for your event.

Resources

World's Most Welcoming Events website



EventReady Playbook website



Questions or looking for support?
Email wellness@hilton.com

