Together by Hyatt
REIMAGINING EVENTS
Throughout 2020, we dove deeply into understanding how events will return. We continue to work closely with event planners and know the best approaches will continue to evolve, which is why we’re here to collaborate with you to find smart solutions that meet you wherever you and your attendees are in the journey.

The world is excited to be able to come together again. To connect. To ideate. To share unforgettable moments. Whether it’s a wedding or your company’s first face-to-face brainstorming session, Hyatt is your partner in co-creating exceptional events that reflect the new world. Everything we do is rooted in a deep understanding of your needs and goals, and fueled by our purpose of care—helping you and your attendees be your best. We can’t wait to work with you to plan, problem-solve and bring your vision to life.

Whether you need help dealing with a challenge or simply some inspiration, we’re here to be not just your support team but your partner. Let’s get together.

**WHY HYATT?**

**Meeting You Where You Are**

We’re better together. That’s why we’ve developed Together by Hyatt, a new approach to help bring people together again with a deeper sense of trust, connection and wellbeing.

**WHY HYATT?**

Mark Hoplamazian
President and CEO,
Hyatt Hotels Corporation

**TOGETHER BY HYATT**
Events Have Changed. So Have We.

The world has changed, and events will look and feel different from now on. Working closely with planners to understand the challenges and opportunities ahead, we set out to not only reimagine what events can be, but to provide you with all the support you need to organize events safely, seamlessly and creatively. We believe that there are five major areas of learning and opportunity moving forward:

1. **SAFETY IS THE FOCUS**
   We must ensure everyone has the peace of mind and sense of security to be able to enjoy events. That’s why we launched the Global Care & Cleanliness Commitment. Developed with trusted medical and industry advisors, it builds on existing rigorous safety and cleanliness protocols.

2. **HYBRID IS HERE**
   Hybrid is an important part of events, as extending the reach to include virtual attendees and speakers will allow more people to be part of each experience. For now, it’s still new for many of us. That’s why we’re excited to announce dedicated hybrid support teams, technological collaborations and exclusive educational opportunities for planners.

3. **WELLBEING IS EVER-PRESENT**
   We understand wellbeing has fundamentally changed and is more important than ever, especially in the workplace. In a 2020 study, 77% of CEOs said they plan to prioritize employee wellbeing. At Hyatt, wellbeing has always been at the center of our purpose of care. We continue to invest in these offerings by finding ways to integrate a holistic approach to wellbeing into every experience.

4. **F&B REQUIRES NEW KINDS OF CREATIVITY**
   It’s clear food and beverage service needs to change to meet the new normal. At Hyatt, high-quality F&B has always been an essential part of our events. And now, we’ve reimagined our culinary experience to bring safety and creativity to the fore in engaging new ways.

5. **SUPPORT = SUCCESS**
   Navigating the new world of events can be overwhelming. In listening to planners, we know feeling supported is more essential than ever. That’s why we’ve invested in a full suite of teams and tools to help simplify, streamline and assist you during every phase of planning and execution. Let’s be partners in learning—and leading—the best way forward.
Flexible Options for Every Event

Wherever you are, we’re here to bring you together. Trust that when you meet at any Hyatt hotel around the world, you can do so with peace of mind. And, should some of your attendees not feel ready to attend in person, we can help customize your meeting or event to seamlessly make it hybrid. Because distance shouldn’t keep us apart.

IN-PERSON

Our new protocols for cleanliness, event layout and flow were designed with a focus on attendees’ safety, comfort and enjoyment, while our newly developed digital tools help planners access the information and on-the-ground support you need with minimal contact. When on-site, we will have a dedicated team that will be there for all your needs.

HYBRID

We know not all of your attendees may feel comfortable traveling to gather, so we’re ready to assist you in making your event hybrid. Hybrid events are an important way to make participation more inclusive, allowing those who are not traveling to join the conversation with ease. We will have a team of dedicated experts to help you navigate the technology needed to create a fully integrated share experience that makes attendees from around the world feel like they’re in the same room, whether they’re at home or at a Hyatt hotel.

HERE’S AN IDEA

Interested in fully virtual events for the time being? Get in touch and find out how we can assist you in bringing it all together.
Let’s Meet Again: Hybrid Events Packages

We’ve streamlined the planning process with 3 packages so no matter what kind of hybrid event you’re hosting, we provide flexibility and value. And if you’re hosting across multiple cities, we’ll coordinate with other Hyatt properties, with consistent pricing across all locations.

1. THE SMALL MEETING SOLUTION
   Designed for small gatherings of up to 12 people. By placing a state-of-the-art 360-degree camera, microphone and speaker device in the center of the room, remote participants can partake in the live meeting as though they are there.

2. HUB AND SPOKE
   This multi-destination meeting option lets you broadcast a live event and participate with socially distanced gatherings in meeting rooms across our hotels. Complete audio-visual equipment and support are available through our on-site provider.

3. HYBRID PACKAGES
   Our in-house audio-visual providers have several packages available to help you bring together groups in our meeting rooms. The equipment included is determined based on the purpose of your event and number of attendees. These packages will take the guesswork out of planning and budgeting your hybrid events.
Together by Hyatt Leads With Care

Care is at the heart of everything we do. We work tirelessly to ensure every attendee at our events around the world, whether participating on-site or remotely, feels energized, nourished and inspired. We’ve developed an exclusive new range of services to help you every step of the way. Here’s how we’re bringing care to Together by Hyatt.

OUR APPROACH

CARE + SAFETY
We put health at the heart of our hospitality. We have focused on implementing rigorous standards of safety and cleanliness across every experience.

CARE + COMMUNITY OF EXPERTS
We’re here for you. Our team will surround you with dedicated support and expertise from planning to execution.

CARE + WELLBEING
From meditation breaks to thoughtfully crafted, sustainably sourced menus, we’ll leverage our wellbeing expertise to partner with you to find the right balance for your event.

CARE + TECHNOLOGY
We can provide a comprehensive set of technology solutions across every phase of your event to make it easy for you to create engaging and interactive in-person, as well as virtual, experiences.
A Commitment to Cleanliness You Can Trust

At Hyatt, we’re focused on Safety First, Wellbeing Always. We’ve worked with key industry partners and medical experts in an effort to ensure that every part of the hotel and event experience prioritizes safety and cleanliness. We call it our Global Care & Cleanliness Commitment.

Our Global Care & Cleanliness Commitment promises that:

• Every element of the guests’ interaction in our hotels is being optimized for less contact and more care. From touchless digital check-in and digital keys to housekeeping and elevator protocols, we’re working to make sure every hotel feels both safe and welcoming.

• All Hyatt hotels around the world are required to secure GBAC STAR™ accreditation from the Global Biorisk Advisory Council™ (GBAC), a leader in cleanliness and disinfection standards, which grants accreditation to those implementing some of the industry’s most rigorous cleaning standards for COVID-19.

• Each of our properties has a certified Hygiene & Wellbeing Leader, who monitors all aspects of cleanliness and disinfection, and leads education and wellness checks for all colleagues.
GBAC has also helped us establish clear guidelines and protocols focused on safety in event planning and execution, including the following areas:

**Planning**

Planning an event safely and with less in-person contact is easier than ever—even last-minute. Hyatt puts it all at your fingertips, from online booking and virtual hotel and event space tours to an event concierge app for instant communication with the hotel event operations team.

**Meeting Specifications**

Providing guidelines for every element of the event with a focus on your group’s safety. Elements include guidelines on room set-up and signage, socially distanced seating for speakers and attendees, face covering policy and separate care stations for personal protection products and hand sanitization.

**Food & Beverage**

Reimagining the culinary experience to deliver new ways of serving that highlight safety while still showcasing our high-quality ingredients and creativity.

**Testing**

A variety of COVID-19 testing and verification options for attendees.

**Here’s an Idea**

By using our collaborative diagramming software, you will be able to co-create each event set up for proper social distancing.
We provide extensive support and training for whatever kind of event you’re planning. We’ve created a new community of trusted experts to help you at every step of the journey. Because we know fully supported planners make for a seamless experience.

1. **HYATT EVENT PLANNING MANAGERS AND ON-SITE TEAM**
   We will have an Event Planning Manager (EPM) on-site to help you with everything you need. From floorplans to catering, your EPM will be there to help you coordinate and collaborate with the property’s on-site teams.

2. **HYBRID EVENT EXPERTS**
   We’ve hired a team of dedicated certified Hybrid Event Experts (HEE) to help ensure that any virtual component of your event is executed and integrated flawlessly. Partner with them on setting up your event technology platform (whether you’re using a Hyatt-provided platform or your own), coordinating with tech teams, brainstorming on networking and collaboration, A/V, remote food and beverage—and anything else you need.

3. **HYBRID SUPPORT SQUAD**
   Meet your dedicated, real-time tech support team for virtual attendees and speakers. These specially trained agents offer the same excellent level of Hyatt service as our on-site colleagues. The Hybrid Support Squad can help virtual attendees access the event and solve tech questions and challenges throughout, as well as with virtual speakers on setups and support during the event.

4. **RESOURCE GUIDES**
   We have resource guides available to answer questions you have immediately—making information easy and accessible.
Using the knowledge and expertise we will build together, we’re sponsoring monthly virtual conversations where planners can meet one another and share their successes and best practices.

GET THE RIGHT TRAINING

Hyatt is offering two types of training to its planner community:

SAFETY & CLEANLINESS TRAINING

In a unique extension of the existing collaboration, Hyatt is working with GBAC™ to invite our most loyal clients to be sponsored for free GBAC-Trained Technician™ education—a $300 value—so they can bring the same high level of expertise as our Hygiene & Wellbeing Leaders to every event they run.

HYBRID EVENT TRAINING

We have teamed up with Virtual Events Institute, an organization of industry experts who have applied their live-event acumen to virtual events during COVID-19, to provide our loyal clients education, certification and inspiration. We will sponsor an online certification in Hybrid Events—a $1,200 value.

BUILD YOUR NETWORK

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Sharing Knowledge with Our Planner Community

We recognize that getting to the new normal requires both education and collaboration. Here’s how we are helping:
Feel and Fuel Your Best Self

At Hyatt, we care for people so they can be their best, which is why wellbeing offerings have always been an essential part of who we are. Today, we recognize that personal wellbeing is more important than ever, and will be key to successful events moving forward.

Our Event Planning Manager and Chef can help you build a nourishing menu for in-person and virtual attendees.

Attendees can practice being present through mindful moments tailored to your event.

HERE’S AN IDEA
Having attendees joining virtually? You can provide them with nutrition ideas, recipes, shopping lists and video demos from Hyatt Chefs on how to prepare delicious and healthy meals to enjoy during the event.
We all experience changes in how we eat, sleep, think and feel when we travel to attend a meeting in person—or even participate virtually. The anticipation of the day can affect us in so many ways. Allow us to be your attendees’ caretaker throughout the event with these special wellbeing offerings.

**MEETING THE MENU**
Our Event Planning Manager and Chef can help you build a nourishing menu designed to keep attendees refueled and ready to take on the day. We pride ourselves in creating healthful and balanced meals, using high quality, sustainably sourced ingredients. With our focus on trending tastes, we’re proud to offer plant-based menus and dishes influenced by local chefs and ingredients.

**MEETING THE ATTENDEE**
For in-person attendees, our Personal Preferences program offers streamlined ordering options at the table. Attendees give servers their selection from a printed menu card for restaurant-style service. For virtual participants, we can supply recipe ideas, shopping lists and video demonstrations with Hyatt chefs so they can share the same delicious food as they would in-person.

**MEETING THE MOMENT**
We’ve implemented a host of creative solutions designed to make F&B safer. These include modified seating styles that still provide face-to-face interaction among attendees, individually portioned meals packed in thoughtfully crafted ways, and dividers at banquet stations to protect both attendees and staff, while maintaining the level of service Hyatt is known for.

We have brought our focus on safety to our longstanding culinary philosophy of “Food. Thoughtfully Sourced. Carefully Served.” in order to guide modifications to our menus and service. You will receive the exceptional F&B service Hyatt is known for, with some creative new presentation and serving styles.

**FEEL: WELLBEING CONTENT THAT CONNECTS**

**MIRAVAL EXPERIENCES**
We’ve tapped the wellbeing experts at Hyatt’s Miraval resorts—top-rated sanctuaries dedicated to life in balance—to curate guided experiences, connecting on-site and virtual attendees alike. Whether you seek to energize or relax, focus or inspire your group, our immersive Miraval Experiences will help bring your event into balance.

**HEADSPACE**
Thanks to our unique collaboration with one of the world’s leading meditation apps, attendees can practice being present through mindful moments tailored to your event, providing a way to reduce stress and feel refreshed.

**FUEL: HEALTHY FOOD & BEVERAGE OPTIONS THAT DELIGHT**
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Our robust set of proprietary technology solutions supports you and your attendees throughout every phase of your event, making it easier for you to navigate this new world.

Let everyone listen in on your speakers’ presentations—wherever they are.

Create opportunities for your virtual attendees to seamlessly connect to your on-site attendees.

HERE’S AN IDEA
If you are new to Hybrid events, ask to speak with one of our Hybrid Event Experts. They can help you with ideas on increasing collaboration and networking or provide answers to your tech questions.
**PLANNER TOOLS**

We offer a full range of tools to ensure your planning goes as smoothly as possible at every stage, from our Virtual Hotel Tour to an Event Concierge app and Hyatt Planner Portal—even a Group Bill that allows for streamlined review and payment.

**ATTENDEE TOOLS**

Bring attendees up to speed ahead of the event with our Know Before You Go tool. Communicate FAQs such as travel, agenda, dress code, safety protocols and more to on-site attendees. For virtual attendees, outline log-in information, tech suggestions and support access. Know Before You Go means you’ll reduce logistical questions and help everyone arrive informed, providing additional peace of mind before the event.

**SWAPCARD FOR HYBRID EVENTS**

Not everyone is able to attend in-person events. That’s why we’re finding ways to help bring everyone together to share the moment. After extensive research into events platforms, we’re proud to announce that we are working with Swapcard, a world-class technology expert.

Powered by A.I., this virtual and hybrid events platform helps planners create events from registration to live-streaming to networking and community-building. Through our unique relationship with Swapcard, we provide our clients access to a seamless way to simplify and unify the on-site and virtual attendee experience, creating an event that makes everyone feel like they’re at the table. Ask your Hybrid Event Expert about these capabilities.
Wherever you are in your journey, we’re here with you—with inspiration, connection and support. Let’s build the future of events. Together.

To learn more and plan your event, contact your Hyatt Sales Representative or visit:

Meetings & Conventions: hyatt.com/meetings
Weddings & Gatherings: hyatt.com/gatherings