

▶ Standing Out in an Insane News Cycle

Tips on Human-Led, Purpose-Driven
Storytelling and Content Creation

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Hilton



BUT FIRST... WHO AM I?

- BORN/RAISED IN PHILADELPHIA
- SPENT 11 YEARS IN NYC WORKING IN MEDIA (SPORTS ILLUSTRATED, INC. MAGAZINE, NBC NEWS, NBCUNIVERSAL)
- EMMY AND PEABODY AWARD WINNER
- JOINED HILTON IN 2018 AS FIRST-EVER DIRECTOR, GLOBAL EDITORIAL CONTENT
- HAVE VISITED EVERY MLB BALLPARK AND 46 OF 50 STATES
- LIVE/PLAY IN PARK CITY, UTAH



WHY STORYTELLING MATTERS

Stories Build Your Brand

Tell a good brand story and the right people will see your brand as an extension of who they are and a means to express their personality.

Stories Attract Your Ideal Customer

They make you relatable and **show** people why something is important versus telling them.

Stories Keep You Growing

We all have a story to tell. Embrace the past, define who you are and where you're going.

22X

We are **22x more likely** to remember a fact when it has been wrapped in a story.

- Cognitive Psychologist Jerome Bruner



Hilton



We Are
HILTON
We Are
HOSPITALITY

Hilton



Hilton
HONORS



Hilton

NAMED THE BEST COMPANY TO WORK FOR IN
THE U.S. FOR THE SECOND YEAR IN A ROW



RECOGNIZED
AS THE #3 WORLD'S BEST
WORKPLACE

**Great
Place
To
Work®**

ONE OF THE

World's

**MOST ETHICAL
COMPANIES**

ACCORDING TO ETHISPHERE



**Without people, our hotels are just buildings. Make the
storytelling about the people.**



WHEN COVID-19 HIT...

1. **Make sure our people are safe.**
2. **Do good. Do right.**
3. **Meet consumers where they are.**
4. **Prepare for the future of travel.**
5. **Invest in our communities.**

Hilton and American Express Team Up to Donate 1 Million Hotel Rooms to Coronavirus First Responders (Video)

Two big trav
COVID-19.

BY PAUL BRADY



NEWS OFFERS VIDEO OPINIONS

Last updated: 02:19 PM ET, Mon April 13, 2020

Hilton Launches "CleanStay" Program With Lysol and Mayo Clinic

HOTEL & RESORT | JIM BYERS | APRIL 27, 2020



Hilton Hotel lobby.

American Express, Hilton, and World Central Kitchen Partner to Support Frontline Healthcare Workers With Daily Meals



DoubleTree has fina chocolate chip coo

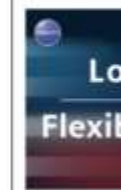
By Alaa Elassar, CNN
Updated 3:40 PM ET, Sat April 11, 2020



The famous DoubleTree cookies.



A Texas grandpa escaped the cold at a budget hotel nicknamed the 'Waldorf Astoria.' Then an actual Waldorf Astoria found out.



American Air

Hilton Effect Foundation Reveals 2020 Grants and Achieves \$1 Million in Global COVID-19 Community Response Efforts

23 grants awarded to organizations worldwide to help build stronger and more inclusive communities

October 22, 2020



A green highway sign with a white border, mounted on a metal structure. The sign features the text "The Future" in a large, white, sans-serif font. Below it, the words "NEXT EXIT" are written in a smaller, white, sans-serif font. To the right of "NEXT EXIT" is a white arrow pointing diagonally upwards and to the right. The sign is set against a clear blue sky.

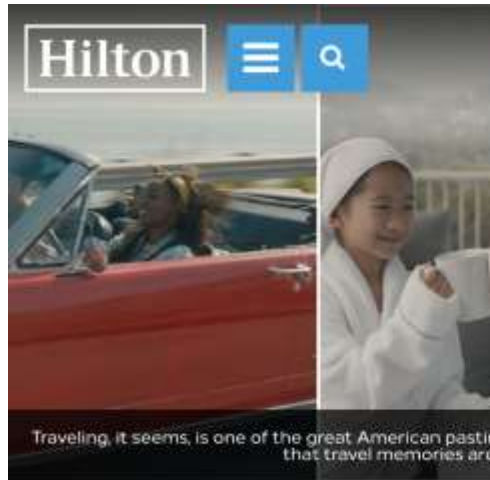
The Future

NEXT EXIT






TO NEW MEMORIES...



New Survey Reveals What the Most

Oct



Dec 30, 2020, 10:24pm EST | 850 views

What A Survey By Hilton Financial Services Reveals About Travel Enthusiasts

Michael Alpinier Contributor 
Travel
Journalist with a journalist's mind and a poet's heart.

f There is no doubt that the most tragic loss suffered at the hands of the coronavirus has been the enormous loss of life. To date, more than 200,000 people have died from Covid-19. What was also lost were jobs, investments and even hope.

t

in Overshadowed in all this tragedy is the loss of memories as life was like prior to lockdown. The new abnormal has grown into a new normal for the frequent traveler who has likely been most affected by the pandemic.



YOUR BUSINESS

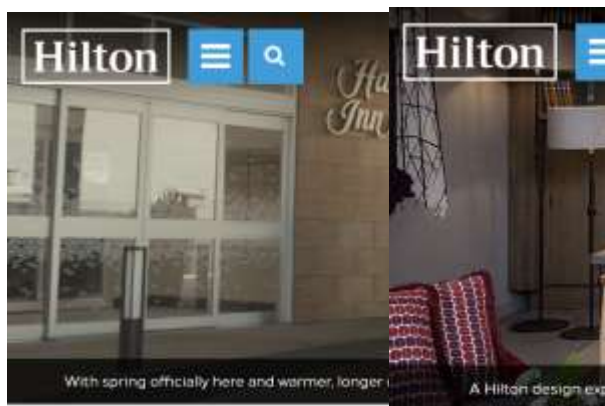
Stats: 95 Percent Of Americans Are Missing Travel Right Now

by [Matt Turner](#)
Oct 12, 2020 10:23am

Share:



TO NEW MEMORIES...



As the company that introduced the world to travel standards such as room service, the minibar and a central reservations system, Hilton was quick to adapt and innovate when the pandemic struck. Credit: Hilton

Spring Break Routes to

Read Hotels Simple In

With spring officially here and with an epic spring break road trip. A

Hilton

TRAVEL WITH PURPOSE | CORPORATE NEWS

A Decade of Innovation in Just One Year: Seven Surprising Ways the Pandemic Has Changed Hotels Forever

March 30, 2021

URGENT
MEDIA
REQUESTS



KEY TAKEAWAYS

1. Tie it back to your organization's vision, purpose and brand voice.
2. Focus on people, not press releases
3. Make it visual to make news
4. Meet consumers where they are
5. Think global, act local

QUESTIONS?

