

FREQUENTLY-ASKED QUESTIONS

ACCREDITATION

1. What is Hilton Group Genius Hub?

Hilton Group Genius Hub is an accreditation program designed to strengthen Hilton's relationships with group intermediary customers.

2. Why does my organization need to be accredited?

In 2019, Hilton began working exclusively with group intermediary customers that have completed Hilton Group Genius Hub accreditation.

3. How long will it take to complete accreditation?

The first step is accreditation for your organization. Once your organization is approved, individual associates*¹ become accredited. The total time commitment for individuals to complete the accreditation requirements is approximately 20 minutes.

4. Who in my organization needs to be accredited?

All meeting and event planners in your organization will need to be accredited.

5. How do I complete the steps for accreditation?

Login and click "View my Dashboard." The specific steps to complete accreditation are listed in order.

6. How do I know if my organization has been accredited?

Your organization's Point of Contact (POC) will receive an email from Group_Genius_Hub@hilton.com indicating that your organization has been accredited or additional steps are required to complete accreditation.

7. As the POC for my organization, how will I know if my associates are accredited?

Go to "Dashboard" and click "Manage Associates." When your list of associates appears, you can see the status of your associates to the right of their name.

¹ We use the terms "associates" to refer to individuals who book group meetings and events within a company, although titles may vary (e.g., sourcing managers, sourcing experts, account executives, account managers, travel buyers, etc.).

8. How do I know if I have been accredited?

You will receive an email from Group_Genius_Hub@hilton.com indicating that you have been accredited or additional steps are required to complete accreditation.

9. How long do I have to become accredited?

We recommend that you complete accreditation within 30 days of receiving the invitation.

TOOL

1. What if I forgot my password?

Below the login section on the home page, click “Forgot Password?”.

2. Every time I enter my password it says denied. What do I do?

Please confirm you are entering your password correctly. Passwords are case-sensitive. If issues persist, then please reset your password using the “Forgot Password?” link at the bottom of the screen.

3. I forgot my User ID. What is it?

Your User ID is your individual business email address.

4. If I have already enrolled in FastPay, do I have to resubmit the ACH and W-9 forms?

No. If you have already enrolled in FastPay, under the Commission Payment Information section on the registration screen, please answer “Yes” to the question “Are you enrolled in FastPay” and continue with the accreditation process.

5. I cannot add my associates. What do I do?

The following must be true to register your associates:

- a. You must be the designated Point of Contact (POC) for your organization to add / invite an associate. To verify, go to “Dashboard” and confirm that have a task to “Invite your Associates.” If you are not the Point of Contact, you cannot manage your agency’s associates.
- b. As the POC, the task “Submit your Agency Registration Request” must be approved. Approval typically takes two to five business days. You will receive an email from Group_Genius_Hub@hilton.com indicating the status of your approval. Upon approval, the task to “Invite your Associates” on the Dashboard will become active so you can complete this step.
- c. If you have verified steps “a” and “b” above and are still unable to add associates. Please contact Group_Genius_Hub@hilton.com for assistance.

6. How do I update my organization’s information?

You can update your organization’s information by contacting Group_Genius_Hub@hilton.com for assistance.

7. How do I add / invite or remove associates?

To add / invite an associate, go to your “Dashboard”, click “Manage Associates” in the task “Invite your Associates”, enter the associate’s email in the box in the “Add Associate Emails” section, and click

“Send Invites”. To remove an associate, go to your “Dashboard”, click “Manage Associates” in the task “Invite your Associates”, and hit the X to the right of their name.

8. **When I upload my associate contacts, nothing happens. What do I do?**

Enter only one associate per line in the upload box. If the issue persists, then please email Group_Genius_Hub@hilton.com for assistance.

9. **Our Point of Contact has left the organization and I need to assign a new POC. How do I do this?**

Send an email to Group_Genius_Hub@hilton.com with the updated Point of Contact.

BENEFITS OF ACCREDITATION

1. **How do I access my benefits?**

Access your benefits from the tab “Benefits” at the top of the page.

2. **What are the benefits of accreditation?**

Organization Benefits:

- Market yourself as an accredited “Hilton Group Genius”
- Industry insight, exclusive webinars for accredited associates only

Associate Benefits

- Education providing a greater understanding of the Hilton brands, preparing you to select the best brands for your end-user customers’ meetings or events, articulate the value each brand delivers to your customer, and better position yourself as a trusted advisor to your customers.

