



BREAKOUT!

You're Definitely Not Getting Sleepy

Famous hypnotist and performer Tom DeLuca enchants groups young and old

WHEN HE WAS IN COLLEGE, TOM DELUCA worked in a clinical psychology lab, where he saw hypnosis help people lose weight or quit smoking.

"I worked with all age groups and learned a lot in a one-on-one setting," he says. "I was fascinated by hypnosis and it inspired me to create a performance for big audiences."

His show is not a motivational speech, it is interactive and filled with joy. It is also not an embarrassing hypnotism show—no one is making animal noises on stage. DeLuca calls up 20 volunteers every show, so he prefers to work with groups of least 70 people, and has performed for tens of thousands of people.



At first, DeLuca maintained a whirlwind tour schedule, performing at 180 schools in eight months, and quickly branched out from university students to corporate groups.

"Colleges are so energizing," he says. "There is a lot of creativity there and they help me stay fresh for corporate groups."

According to his sales team, they regularly hear from kids who saw DeLuca's show when they were in college, and several years later, when they are working as professional event



planners for major companies, want to book him for events.

Themes are customizable for corporate groups and company messaging can be easily incorporated. For in-depth experiences, he offers two-night programs, with a show the first evening demonstrating the power of the subconscious followed by an interactive workshop that allows the attendees to practice themselves.



MORE: www.tomdeluca.com

NEWS BRIEF

 **HILTON WORLDWIDE WILL ROLL OUT MOBILE-OPERATED ROOM** keys beginning in spring 2015. Hilton HHonors guests at select Waldorf Astoria, Conrad Hotels and Hilton properties will be able to access their guest room using only a smartphone.

Ten properties will be part of a pilot test program next year,

with rollouts to all Conrad, Waldorf Astoria and Canopy by Hilton properties anticipated to begin in the summer.

Digital check-in is already available at more than 3,700 hotels, and together the technologies will allow travelers to check-in, choose the location of their room, and enter the room all from their phone.

ONLINE RESOURCES: www.hiltonworldwide.com