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NEWS RELEASE

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National Meeting Planning Company Repositions for Growth in 2007-2008

(TAMPA, April 16) – In response to increased competition and an industry shake out, VenueQuest, a national meeting planning and third-party hotel site selection company, is positioning itself for growth by tripling its sales staff, retooling its marketing strategy and investing in technology. This bold approach will position the four-year-old company to contend with the national industry heavy hitters.

“In an industry where the demand for meeting planning services is growing by as much as 20 percent annually, we knew in order to take our business to the next level we had to get serious and make some big changes.” Dan Gennari, president said. “So, we decided to invest in what we knew was needed to see significant results.”

“We are looking to build the business and get out of the small player arena. We have the industry connections and years of experience, now we need the size to back it all up,” said Gennari.

According to Gennari, the VenueQuest marketing strategy includes a new Website due to go live in a matter of weeks, a focused press thrust and trade show participation. In addition, the company has tripled its staff by hiring 10 sales professionals and a marketing director. A new database CRM system will simplify the company’s interaction with its clients and vendors.

“The use of technology is critical in order to streamline and expedite communications with clients and vendors. We plan to build a comprehensive database containing all of our hotel contacts, customize it to function as our CRM system and use it to simplify the manner in which hotels respond to our requests for proposals,” said Gennari.

VenueQuest is one of the fastest growing professional meeting planning and third-party hotel site selection companies in the US with offices across the nation. VenueQuest provides their comprehensive meeting planning services for a nominal fee, while their hotel site selection service is provided at no cost to client organizations based on a standard commission VenueQuest earns from the hotels clients book. VenueQuest leverages their worldwide volume of business to provide clients the very best rates, concessions, accommodations and meeting space available. For more information visit www.venuequest.com or call (813) 649-8905.