

"FROM SHARING INFORMATION IN REAL-TIME TO EASY TRACKING OF GUEST ROOM PICK-UP AND INSTANT ATTENDEE CONFIRMATIONS, WE SAVED TIME AND MONEY."



LINDA M. STILL, DIRECTOR OF MEETINGS & CONVENTIONS, NARM

National Association of Recording Merchandisers

Business Profile

Headquarters	Marlton, NJ
Founded	1958
Year <i>Passkey-enabled</i> SM	2001
Employees	215
Member Company Served	1,000

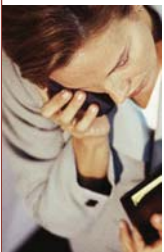
Benefits with Passkey

- 30% reduction in staff workload due to ease and efficiencies of system.
- 2001 Annual Convention generated in excess of 1,000 online reservations and over 4,300 room nights.

About NARM

The National Association of Recording Merchandisers (NARM) is a not-for-profit trade association representing approximately 1,000 member companies serving the needs of retailers, wholesalers, and distributors of prerecorded music.

A full service organization dedicated to representing the common interests of its members, NARM has promoted the visibility and image of the entertainment software industry for 45 years. Via its annual convention, NARM provides its members with the ideal networking, selling, and educational environment. Whether it's providing members with progressive marketing and promotion campaigns, including the circulation of CD samplers and development of music teaching guides for schools, or distributing timely industry research and statistics, NARM has been there covering all the bases.



Before Passkey

With just two NARM employees dedicated to executing the annual convention, managing the many details of the event is a challenge. Add to that meeting the expectations of 2,000+ attendees looking forward to a four-day extravaganza of fun and valuable information, and the meeting planner has their work cut out for them. From handling initial and follow-up phone-in reservations to keying and re-keying information into single-use databases at both NARM and its partner hotels, each year's previous annual convention was more a labor-intensive occasion than a labor of love.

With Passkey

It was NARM's partner hotel in San Francisco that first introduced Passkey to the organization. With minimal training on the Passkey system, NARM event planners were able to reduce their workload by as much as 30%. The easy-to-use Web-based system allowed the NARM team to register, modify, or cancel attendee reservations online and at their convenience, while providing them and their partner hotels with 24/7 access to pick-up reports in real-time, thereby avoiding the distribution of old or inaccurate information. More importantly, the ability of Passkey to take attendee-entered credit card information and to transfer this data quickly and seamlessly eliminated the need for re-keying and was instrumental to the collection and payment of accounts in a timely manner.

According to the NARM team, the use of Passkey made managing housing for their annual convention much easier. Key results relating to the 2002 NARM annual convention include a book-around reduction of 21% and online booking rate increase of 23%.