



"CONFERON HAS SEEN AN INCREASE IN STAFF EFFICIENCIES DEDICATED TO MANAGING HOUSING BY AS MUCH AS 50% WITH THE IMPLEMENTATION OF PASSKEY."

DAVE LUTZ, CHIEF OPERATING OFFICER, CONFERON, INC.



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Business Profile

Headquarters	Twinsburg, OH
Founded	1970
Employees	215
Year <i>Passkey-enabled</i> SM	June 2000
Markets served	Association & Corporate Meeting Planners
Number of Events per Year	850
Hotel Rooms Generated	1.5 Million

Benefits with Passkey

Expanded capacity of existing staff by 50% due to reduced time spent managing the group housing process.

About Conferon, Inc.

Conferon is the leading independent meeting planning company in the U.S. providing clients with a unified source for comprehensive meeting planning, site selection, hotel contract negotiating, registration, housing, meetings consolidation solutions, marketing communications, and tradeshow sales and management. Conferon provides outsourcing solutions to over 450 association and corporate clients. Their primary offices are located in Washington DC, Boston, Chicago, Denver, St. Louis, and Cleveland. Conferon generates more than 1.5 million room nights annually, equivalent to group hotel room revenues in excess of \$265 million.



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Before Passkey

Filling the housing needs for any Conferon event was a time consuming, cumbersome manual operation involving hundreds of man-hours and operations that were often fraught with redundancies and, based on sheer volume, presented many opportunities for human error. Housing inventory was only available in real-time to Conferon employees. Many attendees were not able to get into their preferred choices and needed to be placed at hotels that were not indicated in their original preferences. This resulted in significant changes, large no-show factors, and increased communications with each attendee and hotel.

With Passkey

Since forming a strategic alliance with Passkey in 2000, Conferon has taken the reservations process to the next level by supporting the company's efforts to standardize housing technology. From group meetings of 10 to 10,000, bookings through Passkey are executed in real-time with little of the aggravation associated with the pre-Passkey delivery system. Now, personalized acknowledgements are sent to the attendee in an instant, and if modifications or cancellations are required, a tailored message is delivered to all appropriate event participants. Best of all, attendees are able to select just what they are looking for and can customize their event attendance and needs according to individual preferences, literally up until check-in. It is this direct user interface, unique to Passkey, that ensures rate integrity and attrition are reduced because all members of the event process have access to actual numbers, 24/7. From attendee count to room availability, Passkey has taken a traditionally fragmented environment and developed the ideal, Internet-based one-stop shopping tool for both meeting planners and their attendees.

With the introduction of Passkey, Conferon has already seen an increase in capacity of existing staff by approximately 50% in managing the myriad functions of the group housing process, thereby freeing its employees to do what they do best...anticipating and meeting all event and client needs.