

ReServe Interactive software used to manage Super Bowl XXXIX events

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ReServe Interactive has announced the purchase of its software by Landry & Kling, a company that brings expertise in coordinating cruise ship meetings and conventions, for use in managing this year's Super Bowl project in Jacksonville, Florida.

In mid-2003, the Jacksonville Super Bowl XXXIX Host Committee contracted with three cruise lines to provide five ships to augment the city's capacity for sleeping rooms, dining and event space. The five ships - the Radisson Seven Seas Navigator, Holland America's Volendam, Zaandam and Zuiderdam and the Carnival Miracle will be transformed into four- and five-star quality floating hotels for dockside housing to accommodate corporate sponsors and NFL affiliates.

Landry & Kling was also contracted by the committee to manage all events and resources onboard the five ships during the long "Super Bowl on the River" weekend. To ensure that this high-profile event would go smoothly, the company purchased ReServe Interactive software to manage and track all 3,618 on-board cabins, more than 43,000 meals over a 4-day period, and all other details pertaining to on-board events.

"We're really honored to have been chosen to spearhead the chartering of vessels for this exciting event," said Joyce Landry, President & CEO for Landry & Kling. "Although it will be a challenge, ReServe Interactive will help to make us more successful onsite in Jacksonville and more confident in managing this important project. I am certain that with the extensive management and reporting functions provided by the software, this project will be an overwhelming success."

Landry & Kling purchased the fully integrated Event Management module with Reservations, as well as Group Rooms Control module to automate project management for all on-board activities surrounding Super Bowl events.

With large corporate sponsor groups in attendance, ReServe will coordinate cabin assignments, corporate events and dining reservations for each group. The program will continually monitor cabin availability to provide instantaneous status to prevent double bookings. For all ship events, such as the extravagant welcoming party on board the Carnival Miracle, the program manages guest lists, financial reporting, food and beverage orders, event schedules and all other event details such as room layouts and audio visual requirements.

ReServe also produces all correspondence, contracts, event orders and invoices; tracks deposits, payments and discounts; generates automatic reminders for follow-up tasks; uses an efficient point-and-click design for gathering food and beverage menus and for defining set-up and service instructions for an event; documents and communicates event changes; calculates forecasted revenue and compares that amount to budget; produces hundreds of valuable financial, marketing and event-related reports; maintains a database of customer information with a history of their activity; and, supports direct mail and e-mail marketing campaigns.

ReServe Interactive is the only software program to offer Event Lifecycle Technology™, a process-driven design that automatically prompts the user with tasks that need to be completed to move an event ahead in its life cycle. With the extensive number of events occurring on board the ships over the four-day Super Bowl weekend, Event Lifecycle will help to automate the management process to ensure accuracy and efficiency.

"This is the first time that we have had to manage an unbundled cruise ship package and we needed a software tool to help us coordinate each unique activity on the ships," said Landry. "There are a lot of details to coordinating this event and to find a system that can control all of that is really great."

Landry & Kling has assigned six liaisons to work directly with the large NFL corporate sponsor companies to coordinate all cabin occupancy and specific events in planning. As multiple liaisons enter information into the system, live updates are displayed instantaneously, providing real-time status of all cabin occupancy, catering activity and dining availability.

Security during the events is also of primary concern. To address this, the ReServe software system was also customized for the Super Bowl project to manage detailed guest profile information such as cabin assignments and event reservations, as well as detailed security information including passport and drivers license, and flight arrival and departures.

The extensive reporting features of the ReServe software will assist the cruise lines in managing event security by providing accurate, up-to-the minute guest lists, as well as arrival and departure times and locations.

The ships will be primarily used for NFL sponsors and their guests, but will also be open to the public for certain events. Most ships will be docked within two miles of the stadium on the St. Johns River and will arrive on Thursday, February 3. All ships are scheduled to depart on Monday. Collectively, the ships accommodate more than 7,000 people and provide numerous restaurants, night clubs and other amenities.

"We are very excited to be a part of this project," stated Beth Goodell, president of ReServe Interactive. "We worked very closely with Landry & Kling to provide a whole host of customized features and functionalities to specifically manage the on-board events."

ReServe brings many benefits to the Super Bowl project including:

Manages all cabin assignments

Provides the cruise ships with detailed catering and banquet orders

Details guest identification and travel details for security personnel

Avoids any double bookings, despite simultaneous alteration by sponsorship liaisons

Provides the cruise lines with reporting on dining and cabin capacities

"We didn't know a system like ReServe existed," Landry said. "We thought that we would have to develop a custom program to get all of the extensive reporting features that were included as standard features of the ReServe program."

Miami-based Landry & Kling, Inc. offers ship selection or complete program management service for corporate cruise programs and full-ship charters worldwide, including incentives, conventions and meetings at sea. Landry & Kling has handled group cruises and charters for a blue-chip list of clients and has operated corporate programs ranging in size from 50 to 10,000 people, including the 1992 Olympic Games in Barcelona.

ReServe Interactive (formerly called Efficient Frontiers, Inc.) specializes in Catering and Event Management, and Dining Reservations and Table Management applications for the hospitality industry and is the only integrated solution for managing banquets and restaurant reservations in one system. ReServe Interactive software is suitable for a variety of hospitality venues including hotels, restaurants, sports and entertainment facilities, golf clubs, private clubs and wineries. The company brings more than two decades of experience in hospitality management and software development and its software programs have been utilized for many other major sporting events including events at several different NFL stadiums, the Indianapolis 500 at the Indianapolis Motor Speedway, NASCAR race track events across the country, and the NBA Finals in Los Angeles.

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