

Passkey Announces Second Annual Industry Forum Focused Exclusively On Group And Event Housing

2007-08-15

The World's Only Event Dedicated to Group Housing, Passkey Housing Forum (PHF 07) Brings Together Leading Visionaries from the Hospitality, Event Management and Destination Industries

Passkey, the worldwide leader in online group reservations, today announced its upcoming Second Annual Passkey Housing Forum (PHF 07), to be held in Boston on August 22-24, 2007. PHF 07 is a unique event in that it maintains a dedicated focus on group housing, a market segment representing over 30% of the \$300 billion-plus worldwide hotel industry. It is also the only event that brings together a balanced mix of experts and visionaries from the hotel, meeting planner and destination management communities.

For information on the Passkey Housing Forum 2007, please visit <http://www.passkey.com/passkeyevents/PHF07>.

PHF 07 is a two-day interactive event focused on group housing best practices, offering attendees insights on how to use the latest tactics and technologies to drive consistent and ongoing event success. The event will include educational sessions, roundtable and panel discussions, case studies and Passkey training sessions, all designed to offer attendees a wealth of knowledge and best practices that they can immediately put into practice. Importantly, attendees can earn CMP credits for participation in sessions. With 12,000 members worldwide, CMP distinguishes holders as career professionals who have demonstrated a high level of experience, skill and knowledge.

The event will also feature a keynote speech from Greg Malark, Chief Operating Officer at HelmsBriscoe, the global leader in independent site selection and RFP services for the expanding meetings business.

"Group housing represents a critical and growing segment of the hotel and meeting industries. With the Passkey Housing Forum our goal as always is to bring all members of these two communities together to share insights as well as tips and techniques for maximizing their success," said Greg Pesik, President and CEO of Passkey. "With a 50% increase in attendance over last year, PHF '07 represents the largest to date, and is a real tribute to the industry's ongoing desire to identify new ways to streamline operations and achieve optimal event success."

Passkey Housing Forum 2007 is an ideal event for all industry players including:

Convention and Visitors Bureaus (CVBs): Housing Managers, Sales/Marketing Executives

Meeting Management Companies: Trade Show Producers, Housing Coordinators, Meeting Directors, Meeting Managers

Meeting Planners: Independent, Association, and Corporate Meeting Planners

Hotels: Convention Service Managers/Event Managers, Reservation Managers, Revenue Managers, Sales/Marketing Executives

About Passkey

Passkey is the worldwide leader in online group reservations. The Boston-based technology company offers event planners and providers a powerful web-based application to optimize group hotel reservations. The heart of the Passkey system is an innovative online booking engine that lets group attendees make and manage their hotel reservations online in the contracted group block, while allowing event planners and hotels to access real-time reports and event information. Offered as an onDemand solution, Passkey delivers benchmark speed, security and scalability.

The Passkey-enabled global network consists of over 85% of major U.S. Convention and Visitors Bureaus (CVBs), as well as thousands of hotels, trade associations, corporate meeting planners, and meeting management companies. Passkey investors include Lazard Technology Partners, and DRV Investments, LLC.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article28845.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html