

## Harley Davidson Museum Selects ReServe Interactive Software To Manage On-Site Catered Events

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The Harley Davidson Museum has joined the long list of distinguished customers who rely on ReServe Interactive(R), a leader in hospitality technology, and its Catering and Event Management software to help streamline events, increase profitability and provide unique guest experiences.

Levy Restaurants, the Harley Davidson Museum's on-site catering partner, will utilize ReServe's software to meet the demands of effectively managing its small-to-large scale indoor and outdoor events, including weddings, conventions, trade shows, corporate functions and motorcycle rallies.

The 130,000 square foot Harley Davidson Museum is scheduled to open to the public in 2008 and expects approximately 350,000 visitors annually from around the world. The Museum will be located on 20-acres of land near downtown Milwaukee, Wis., and will feature exhibit space as well as a restaurant, café, retail shop, meeting space, special events facilities, and the company's archives.

Levy Restaurants, founded in 1978 and headquartered in Chicago, Ill., is a specialized, industry-leading food organization with a network of internationally acclaimed restaurants (the Restaurant Group), the leading market share of premium foodservice operations at sports and entertainment facilities (the Sports & Entertainment Group), as well as a full-service consulting and advisory services group. Levy Restaurants boasts a diverse portfolio of approximately 100 locations, including restaurants, sports stadiums, arenas, convention centers, zoos, racetracks and music festivals, in markets throughout the U.S. and Canada.

Levy Restaurants also uses ReServe Interactive software at more than 70 properties including the American Airlines Center in Dallas, Texas, Lambeau Field in Green Bay, Wis., Downtown Disney in Lake Buena Vista, Fla., the Pepsi Center in Denver, Colo., Toyota Club Restaurant in Phoenix, Ariz., and Wrigley Field in Chicago Ill.

ReServe's Catering and Event Management software automates the entire banquet and event management process. It manages event room locations to check availability and prevent double bookings, produces all correspondence, proposals, contracts, function sheets and invoices, 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 requirements. It automatically generates equipment and packing lists, documents and communicates event changes, forecasts revenue, and produces hundreds of financial and event-related reports. The customizable software maintains a comprehensive customer database including buying history, member status, preferences, correspondence and e-mail messages, which can be utilized to provide superior service or prospect future business.

ReServe Interactive is one of the only software programs of its kind with Event Lifecycle Technology™, an intelligent, process-driven design that breaks down operations into a series of intuitive, sequential steps, automatically prompting the user with tasks to be completed in order to move an event ahead in its lifecycle.

ReServe Interactive specializes in Catering, Event Management, Dining Reservations and Table Management applications for the hospitality industry and is the only fully 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, cultural institutions and wineries. The company brings more than 20 years of experience in hospitality management and software development.

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