



*Let no detail go unattended.*

## OFFICIAL PRESS RELEASE

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### **NORTHPOINTE MEETING PLANNER SUMMIT A SUCCESS!**

**(LEWIS CENTER, OH)** – In an effort to assist meeting planners to be more effective in today's challenging economy, The Conference Center at NorthPointe recently conducted its First Annual Meeting Planner Summit.

The Summit was the largest gathering of meeting planners ever for this type of event in the state of Ohio. Planners from the Corporate, Association, Education and other communities attended.

*"Every single company and organization in America has someone charged with the responsibility of organizing and conducting meetings,"* said Bob Monica, NorthPointe's General Manager. *"Some are professional planners, but most are what we call 'occasional' meeting planners. All of them have the operational and financial responsibility to make certain that their organization's events go perfectly, and now more than ever they need our help,"* he continued.

Conducted in association with Business First Business Journal, and attended by more than 150 planners from a wide variety of businesses and organizations around Ohio, the summit consisted of an array of seminars on hard-hitting topics that included Contract Negotiation, Conducting Effective Site Tours, Food Trends and Audio-Visual Troubleshooting.

The centerpiece of the inaugural event featured an expert panel, including industry giants Joan L. Eisenstodt and Janet Sperstad, offering their perspective and advice on how meeting planners can better deal in the rapidly changing landscape due to the adverse economic conditions which are currently gripping the travel industry.

Ms Eisenstodt is perhaps the most high-profile meeting planner in America today, having just been named Meeting Planner of the Year by Meeting Planners International.

The industry has been hit hard by the downturn with hotel revenues running decidedly lower than past years, and meeting planners being forced to pay huge fees to cancel their planned events.

*“Training our clients to assist them with their work always has merit,”* said Erin Peschel, Director of Marketing and Sales at NorthPointe. *“But in the present economic climate that training becomes essential, and so as the premiere conference facility in Central Ohio we felt a responsibility to take the initiative to take positive action,”* she continued.

NorthPointe, is managed by Sodexo Conferencing, and located at 9243 Columbus Pike, Lewis Center, OH. Plans are already underway for the Second Annual Meeting Planner Summit at Northpointe in 2010.

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