

## **Pullman chooses MeetingMatrix to optimize its services for event planning professionals**

Paris, April 10<sup>th</sup> – Pullman, Accor’s brand of upscale international hotels, announces the deployment in its convention hotels of solutions by MeetingMatrix International, the world benchmark in meeting planning software solutions. This technological partnership confirms Pullman’s aim to position itself as a meetings industry leader.

### **Innovation to assist meeting planners: the shared aim of MeetingMatrix and Pullman**

In event planning, **the relevance and detail of the information provided on a hotel’s website can influence a business’ decision.** Indeed, businesses are turning increasingly to the Internet to prepare their meetings and obtain information anytime, anywhere.

*"MeetingMatrix and Pullman share a similar Core Value: to embrace constant and never ending change. MeetingMatrix understands both the present and future business hotel sector and Pullman is implementing a trailblazing initiative for international travelers. We both are committed to innovating and adapting to the ever changing needs of the professional event planner in today’s world..."*  
**explains Jmîchaele Keller – CEO of MeetingMatrix International**

The iPlan application is accessible on the hotel pages of the brand’s website, pullmanhotels.com (without prior downloading) and allows users to:

- **Locate the hotel** using an integrated digital map function,
- **Consult interactive meeting room setups** at Pullman hotels,
- **Obtain detailed, up-to-date information** about each meeting room (description, photo, equipment, video),
- **Determine each meeting room’s capacity** depending on the various setup options,
- **Obtain the dimensions and surface area of each meeting room.** The room measurements are certified to within ½ cm accuracy (CRD = Certified Room Diagrams)
- **Choose their metric system and language** – this feature accounts for the cosmopolitan nature of Pullman’s customers,
- **Consult the solution 24/7 and from their mobile devices** – this feature caters for increasingly mobile customers.



In this way, meeting planners can set up their meeting rooms online in just a few clicks: seating plans, distance between the chairs, use of a podium, number and location of secondary screens, etc.



A pilot test of the application was carried out in the first quarter of 2012 at the Pullman Dortmund and is now being deployed in Pullman's establishments in Barcelona, Paris Montparnasse, Berlin, Köln, Stuttgart, Erfurt, Aix la Chapelle, Dresden, and Gurgaon in India. In 2013, the technology will continue to be rolled out in the network's convention hotels.

*"In 2011, our hotels hosted over 30,000 events worldwide. Our surveys confirm that meeting planners expect innovation, detailed information and flexibility. Our partnership with MeetingMatrix allows us to provide these services for our meeting planner customers."* **explains Xavier Louyot – Pullman's Global Marketing Director.**

### **Another advantage of the business services offered by Pullman**

The deployment of the MeetingMatrix solution in Pullman establishments reinforces the brand's know-how and capacity for innovation in business events.

Pullman's network of 63 hotels provides *Co-Meeting*, a service that guarantees the customized organization and running of meetings, conferences and upscale incentive events. *Co-Meeting* is a unique approach, offering personalized assistance, modular, contemporary rooms and easy access to all the requisite technology.

To ensure the success of the various types of business events, Pullman has included "signature services" in this offer:

- **A dedicated team**, notably an Event Manager and an IT Solutions Manager.
- **Optimum use of hotel areas** from participant welcome in the lobby, to use of the meeting rooms, break areas, terraces and "Chill out Space" (exclusive lounge seating areas located near the conference rooms).
- **Technologies for every type of request** concerning connectivity and audiovisual services: high-speed landline and Wifi Internet connection, integrated control of different systems using a single remote and access to the *Connectivity Lounge* (an area developed in partnership with Microsoft® where guests can connect, print and work using latest-generation hardware and software, in complete confidentiality).
- **"Innovative breaks"** designed to punctuate seminars and conferences and give participants a little relaxing time out with an original spin.
- **Food and beverage** services tailored to each event.

### **About Pullman**

Pullman is the upscale international hotel brand of Accor, the world's leading hotel operator, present in 90 countries with over 4,200 hotels and 145,000 employees. Located in the main regional and international cities, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers. The brand's four and five-star establishments provide an extensive range of tailored services, access to groundbreaking technologies, including a new approach to organizing large-scale private events: meetings, seminars and upscale incentive events. At Pullman hotels, customers can choose between being independent or be given a helping hand by staff available around the clock. The Pullman network has over 60 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Our objective is to have 150 hotels around the world by 2015-2020.

Further information concerning Pullman hotels is available on [www.pullmanhotels.com](http://www.pullmanhotels.com).

### **About MeetingMatrix International**

MeetingMatrix International ([www.MeetingMatrix.com](http://www.MeetingMatrix.com)) designs, implements, and supports on-line marketing and sales solutions for event space in hotels and convention centers worldwide. iPlan – Interactive Floor Plans by MeetingMatrix addresses the everyday challenges of event planning by providing meeting planners the ability to view event space, access diagrams, and plan events directly from a facility's website. MeetingMatrix has measured over 27,000 event spaces, 123,000,000 square feet of event space and is the only provider of Certified Room Diagrams that are guaranteed within 1/4" accuracy. MeetingMatrix has offices in Portsmouth, NH,

Delft, The Netherlands, and Hong Kong, China.

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