

## **CWT UK Meetings & Events rolls out enhanced Request for Meetings system from ABC Connection**

**(London, 17 May 2010)** - The UK Meetings & Events division of Carlson Wagonlit Travel (CWT), a long-time channel partner of online publisher ABC Connection, is escalating its use of Request for Meetings (RfM) as the online solution for managing its venue search, enquiry, negotiation and client proposal processes online. CWT UK Meetings & Events is rolling out the system to a number of its specialist teams in its London and Manchester offices.

The integrated RfM system complements CWT's existing meetings tools by providing the CWT Meetings & Events teams with a fast and seamless process for taking detailed briefs, negotiating with suppliers, compiling a shortlist of the most suitable properties and creating professional online proposals with at-a-glance venue comparisons for their clients. The system automatically alerts hotels and venues when they have an enquiry from CWT and enables them to respond online with availability and prices.

Alison Smith, Director of Business Development for CWT UK & Ireland, said:

"The CWT Meetings & Events team is already seeing tangible benefits for our clients with the new features of the Request for Meetings system. The quality of content for UK properties is especially impressive, and we expect the system to deliver significant improvements in our productivity as well. It's a service differentiator, adding real value to our business."

Brian Farrugia Chief Executive Officer for ABC Connection, said:

"CWT was our original partner for the Request for Meetings concept when we launched it in 2007 and many of the enhancements are a direct result of their feedback. They have tested the upgraded system and we're delighted that the new features are being embraced by CWT's client teams who are now using it. "

Key features of the RfM system are its comprehensive audit trail, 'Scratchpad' tool and global search capability. CWT has a number of automated performance measurements at its disposal via the system, with all activity recorded and stored for easy retrieval by project or by client. As well as tracking response rates from suppliers and performance against service level agreements for individual clients, the audit trail eliminates any risk of

misunderstanding for all parties. The online 'Scratchpad' increases productivity for CWT agents by capturing a complete and accurate brief at the outset with no need to re-key information. Global Search is very flexible and has been introduced to support agents such as CWT who have international clients or those looking for an international destination.

Request for Meetings integrates with ABC Connection's extensive content database and is deployed and maintained as a custom-branded solution at no cost to its RfM partners. For more information please call ABC Connection **+44 (0)845 644 3895**.

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Media Contact:

Christine Fischer, Marketing Communications Director, UK, Carlson Wagonlit Travel

[cfischer@carlsonwagonlit.co.uk](mailto:cfischer@carlsonwagonlit.co.uk) Office Tel: +44 (0)20 3353 1113 Mobile: +44 (0) 79 2086 3180

About Carlson Wagonlit Travel

Carlson Wagonlit Travel (CWT) is a global leader specialising in business travel management. Present in more than 150 countries, CWT serves companies of all sizes, as well as government institutions and non-governmental organisations. CWT services and solutions comprise four lines of business: Traveller & Transaction Services, Programme Optimisation, Safety & Security, and Meetings & Events. For more information, please visit [www.carlsonwagonlit.co.uk](http://www.carlsonwagonlit.co.uk) and [www.cwtmeetingsandevents.co.uk](http://www.cwtmeetingsandevents.co.uk)

About ABC Connection

ABC Connection is the foremost online publisher of data and rich content as an integrated solution for the hospitality community, promoting collaboration between buyers and sellers of meetings, events and accommodation. Its core competency is its content management capability, delivered through data services and technology tools that simplify processes and generate corporate and leisure business for hotels and venues. For more information visit [www.abconnection.com](http://www.abconnection.com)