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CONTACT:

Whitney Michener
MeetingMatrix International, Inc.
603-610-1617
WMichener@MeetingMatrix.com
www.MeetingMatrix.com

Donation by MeetingMatrix International allows for world's first meeting and event technology lab to be developed at Queen Margaret University

Edinburgh, Scotland, December 2009 – Queen Margaret University (QMU) in Edinburgh, Scotland is creating the world's first meeting and event technology laboratory following a major donation by MeetingMatrix International, the meeting and event industry's most advanced global event management company.

The new lab will be housed at Queen Margaret University, and will supply event planners and clients with technology that allows them to accurately plan and execute any type of event. Not only does the software allow planners to create setups for their event, but they can see exactly what they will look like in 3D virtual reality. This allows for both the planner and client to feel as though they were actually experiencing their upcoming event, ensuring them that what they had envisioned will go precisely as planned. This is changing the way business is conducted, as all this can be done directly online. Planners can completely streamline processes, virtually eliminating costly site visits.

The funding from MeetingMatrix® will provide support for a PhD studentship to develop the meeting and event technology lab. Professor Joe Goldblatt, Director of the Study of Planned Events at Queen Margaret University, said, "This funding will allow a PhD student to conduct ground breaking research in the field of meeting and event management technology solutions and to coordinate future conferences, white papers and other industry benefits. It will also ensure that QMU's event management students become highly skilled in the use of cutting edge technology, giving them a competitive advantage over other graduates entering the events industry."

Jmîchaele Keller, President and CEO of MeetingMatrix, commented, "We look forward to partnering with the International Centre for the Study of Planned Events, the leading research centre in the meetings and events field, to rapidly advance and disseminate knowledge in the fast growing area of meeting and event technology."

MeetingMatrix plays a significant role in the industry and is used by many top hotel chains located around the world as well as by many other types of venues, such as Manchester United. The current, and award-winning, campaign titled MeetingMatrix Was There! exhibits how successful the software truly is. The campaign revolves around highlighting different properties that hold newsworthy events and who use the MeetingMatrix software to successfully carry them out, showing people just how accurate and reliable the software is. Events have included the launching of a NASA space shuttle, the 2008 Summer Olympic Games, the Presidential Inauguration of Barack Obama, and most recently the Formula 1™ Grand Prix.

Both MeetingMatrix and QMU are extremely excited about the chance to open this lab and enhance the learning experience of tomorrow's users. "For two years we have integrated MeetingMatrix as a key part of our curriculum in the Event Project Management Module. Our students' ability to use MeetingMatrix technology means these highly skilled graduates can hit the ground running when they enter the workforce," Goldblatt states.

About MeetingMatrix International, Inc.

MeetingMatrix International, Inc. is the premier provider of both room diagramming application software and advanced online solutions for the global event management industry. MeetingMatrix serves over 7,000 venues representing 27,571 users, and 117,564,033

square feet of measured and certified event space in 159 countries. Designed and developed to address the everyday challenges of event planning, the MeetingMatrix software provides for flawless meeting preparation, and the web-based suite of products and solutions and 3D-VR™ rendering capability truly set MeetingMatrix apart from the rest of the competition.

For more information, contact:

MeetingMatrix International, Inc.
195 New Hampshire Ave
Suite 255
Portsmouth, NH 03801
603-610-1600
www.MeetingMatrix.com

About Event Management at Queen Margaret University

QMU offers an undergraduate course in events management with nearly 200 students. Graduates of the course work in leading organizations such as EventScotland, Edinburgh Castle and in event businesses both in the United Kingdom and beyond. In October 2010 Queen Margaret University will launch (pending final validation) the Executive Masters in International Planned Events Management (the first post graduate degree in international events).

For more information about the Queen Margaret University's International Centre for the Study of Planned Events or the undergraduate or post graduate degree courses, please contact Professor Goldblatt at jgoldblatt@gmu.ac.uk.

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