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## For Immediate Release

# Bridgeport Conference Center Partners with UniFocus to Grow Meetings Business

### *MEETINGScope™ Survey Analytics Help Enhance Service Experience*

**DALLAS—MARCH 25, 2009**—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, announced that Bridgeport Conference Center has selected the firm's MEETINGScope system to help enhance the meeting planner experience—and grow this vital revenue base by creating “top of mind” awareness of their facility as an event destination of choice.

The Bridgeport Conference Center at Charles Pointe, in Bridgeport, West Virginia is a new facility where innovative meeting solutions, modern accommodations and overall guest satisfaction are top priorities. The center's expert staff, along with its fiber optic and electronic media presentation technology, provides a seamless service experience.

MEETINGScope is the most advanced web-based system available for gathering critical feedback in real-time throughout the entire event process—and ensuring the highest possible meeting planner satisfaction scores.

“Our state-of-the-art facility utilizes integrated technologies to deliver impactful and successful event experiences for any size,” said Scott Duarte, General Manager for the Bridgeport Conference Center.

“UniFocus' MEETINGScope is the perfect fit for our organization and the most powerful feedback system on the market for creating meaningful knowledge about meeting planner hot buttons. We want to make certain that we remain a top venue choice for conferences and conventions from across the region and beyond.”

UniFocus' MEETINGScope system streamlines communications, analyzes every aspect of key service delivery factors, and provides historical data capture for trending and strategic planning—all of which combine to

enhance relationships with meeting planners. Survey results can also be related to guest and employee feedback then analytically compared with mystery evaluations to produce actionable intelligence.

“We’re very pleased to announce our partnership with the Bridgeport Conference Center to help ensure successful outcomes for every meeting and event,” said Mark Heymann, President and CEO of UniFocus. “There is no system comparable to MEETINGScope that can draw from a database of more than 100,000 meeting-planner profiles to match the right staff with the right meetings. Coupled with rich-media online sales tools, you can also gain more traction in booking events business as a vital source of revenue.”

The real-time nature of UniFocus’ feedback technology provides an important competitive differentiator by enabling quicker response to service issues and shorter recovery time. Conference Center staff can identify critical issues that occur at any point in the event timeline—from contracting, through planning, meeting execution and conclusion. The on-going feedback ensures a consistently positive experience at every touch point.

Among the benefits MEETINGScope offers are:

- Web-based survey technology and e-mail correspondence—essential to reaching meeting planners—that delivers higher response rates and maintains statistical reliability.
- Immediate “Hot Button” reports showing important service concerns, even in first-time-business situations.
- A database of more than 100,000 meeting-planner profiles.
- Benchmarking, team performance and results reporting across each department that are delivered in an online system in real-time.
- An integrated Action Plan Tracking System that ties directly to Meeting Planner Response System to ensure that proper service recovery occurs.
- MEETINGScope training and support provided by a UniFocus team that has decades of hospitality and meeting sales experience.

For more information on MEETINGScope and other UniFocus management and financial solutions, visit the company’s Web site, [www.unifocus.com](http://www.unifocus.com).

## The Bridgeport Conference Center

*The Bridgeport Conference Center at Charles Pointe, in Bridgeport, West Virginia is a new facility where innovative meeting solutions, modern accommodations and overall guest satisfaction are top priorities. Bridgeport Conference Center was designed with technologies integrated into the very fiber of the facility (literally). Thanks to our state-of-the-art fiber optic network, we are wired for electronic media presentations and wireless for fast and easy high-speed Internet access throughout. The Center features a full line of audio/visual equipment and expert service technicians at your disposal. For business meetings, retreats, conferences, workshops, wedding receptions, and easy access to onsite lodging, Bridgeport Conference Center can make your event unforgettable. Bridgeport Conference Center is operated by Charles Pointe Hospitality. For more information, visit [www.bridgeportconference.com](http://www.bridgeportconference.com) or call 304-808-3000.*

## About UniFocus

*Based in Dallas, UniFocus serves hospitality, casino and resort operations in the U.S. and overseas. UniFocus offers full-service operational analysis, management and staff training, financial and labor management applications, as well as staff, meeting planner and guest satisfaction measurement programs, along with a unique mystery evaluation system that*

*can link service standard attainment to guest and employee perceptions. The resulting database allows UniFocus to uniquely correlate and benchmark each client's performance to their particular competitive markets. Enhanced reporting capabilities allow hospitality executives to have a "total picture" overview of their operations, set strategic actions and gain asset value.*

*UniFocus is a Preferred Partner of The Leading Hotels of the World<sup>®</sup>, a member of the American Resort Development Association (ARDA), a member of the Association of Collegiate Conference and Events Directors-International (ACCED-I), a Microsoft<sup>®</sup> Certified Partner, an affinity partner of the International Association of Conference Centers, a business partner of the International Association of Convention & Visitors Bureaus, and an allied member of the American Hotel & Lodging Association. For more information, visit [www.unifocus.com](http://www.unifocus.com) or call 972-512-5100.*

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