



Grow Your Meetings Business... with MEETINGScope™

A global pioneer in advanced technology solutions for the hospitality industry, UniFocus is the only company that enables you to have the full array of knowledge you need to run your business.

MEETINGScope™ is the most advanced system available for gathering critical meeting planner feedback during the entire event process—from start to finish. Its analytical database clearly shows your strengths and weaknesses, enabling you to align the right staff with the right meetings—and beat the competition.

Advantages:

- ◆ **Actionable Knowledge**
Get instant feedback throughout entire meeting planning process.
- ◆ **Continuous Growth**
Determine meeting types you do best using Web-based profiles.
- ◆ **Measurable ROI**
Align the right staff to the right meetings for positive outcomes.
- ◆ **Profitable Outcomes**
View real-time results, team performance and benchmarking.

MEETINGScope uses a combination of Web-based profiles and surveys to provide a database of critical information, enabling you to determine the types of meetings you do best—and ensure that the needs of the meeting planner are being effectively met.



Features:

- ◆ **Integrate with your EMS** (Event Management System) – Without manual data entry.
- ◆ **Web-based Technology** – Survey technology and email correspondence, essential to reaching today's on-the-go meeting planner, that delivers response rates and maintains statistical reliability.
- ◆ **“Hot Button” Reports** – Generated immediately to show important service concerns.
- ◆ **Comprehensive Reporting** – For benchmarking, team performance, and results, across each department and delivered in an online system in real-time.
- ◆ **Integrated Action Plan Tracking System** – To ensure proper service recovery occurs.
- ◆ **Training and Support** – Provided by UniFocus' team with decades of hospitality meeting sales experience.
- ◆ **Streamlined Communications**
- ◆ **Enhanced Relationships** – With satisfied meeting planners.
- ◆ **Service Analysis** – Of every aspect of key service delivery points.
- ◆ **Historical Data Capture** – For trending and strategic planning.



Know the meeting planner hot buttons before they even arrive for the sales opportunity!