



## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **EVENT PLANNING FIRM BUCKS INDUSTRY TREND**

Annapolis, Maryland...In an industry severely shaken by the events of September 11, 2001, the Annapolis-based meetings management firm of Conference & Logistics Consultants, Inc. has managed to not only survive but thrive. Headed by President Paul Henning, this 15-year-old company was recently recognized by the *Washington Business Journal* for the sixth consecutive year as one of the top event planning firms in the Washington-Baltimore area.

Key to the company's ongoing success is its proactive, teamwork approach and employee professionalism. Each client's needs are carefully assessed, and conference management teams are assigned to provide the right combination of talent and experience that will ensure a success outcome. There is a shared commitment to exceptional client service and seamless performance.

"Our clients have a high comfort level with us," says staff member Sharon Barackman. "They recognize our professionalism and know we will handle even the smallest details for them, and, more importantly, we often spot potential problems before they can happen, often averting anxiety and embarrassment for our clients. It's what we do best."

At a time when industry layoffs were a common response to potentially falling profits, President Paul Henning chose another path. "I made a commitment to make every effort to preserve each employee's job," says Henning. Rather than getting intimidated by the business downturn, Henning and his team launched an aggressive marketing campaign targeted at new business venues. Team interaction and individual employee flexibility were critical during this challenging time. Group "brainstorming" sessions to creatively overcome business challenges were not an uncommon event. Site selection specialists and logistics managers pitched in as graphic designers and market researchers, and

employees took turns manning the postage meter for customized mailings. Company-wide programs of professional networking and sharing of information with colleagues were activated. Industry partnerships were cultivated with complimentary service providers in order to offer new or expanded services. The company also pursued consulting opportunities as an effective means of showcasing its extensive conference management knowledge as well as building client contacts for future business expansion. "I asked everyone to wear several hats, to roll up their sleeves and dig in," says Henning. "And they did exactly that."

True to the "Can Do" attitude that has always prevailed at the company, the Conference & Logistics Consultants team embraced the economic challenges of this past year and together sought positive, creative solutions. "I am pleased and proud," says Henning, "to say that...we have survived. . Business has begun to pick up. I only have my dedicated team to thank!"

Henning went on to comment that "being named one of the area's top event planning firms is a source of pride, as it shows that our continued commitment to our customers continues to pay off!"

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*Conference & Logistics Consultants, Inc. has planned more than 2200 conferences and meetings since the firm was established in 1987. Experienced in planning meetings in both North America and Europe, Conference & Logistics Consultants plans events that range from 50 to 10,000 attendees. For more information go to [www.gomeeting.com](http://www.gomeeting.com).*