



**Certain and Zentila Team Up,
Deliver Comprehensive Event Sourcing and Management Solution**

ORLANDO, Fla. (Aug. 24, 2015) – Planning and managing flawless events is seamless now thanks to new product capabilities announced today by tech companies Zentila and Certain, Inc.

The best-of-breed integration combines Certain's powerful event management platform with Zentila's strategic sourcing solution. The result is the industry's first fully customizable solution covering key aspects of the meeting and event lifecycle, from meeting requests, sourcing, booking and cost control to attendee registration and event management.

"Previously, planners have had to use one-size-fits-all technologies that did not address the diverse needs of their events," says Mike Mason, founder and CEO of Zentila. "Now, planners have access to two technology companies that have joined forces to make event planning and execution seamless with a best-in-class product integration. Planners gain access to the full spectrum of leading-edge tools they need to plan and execute exceptional events."

The Certain-Zentila integration takes event planners down a simple path from sourcing through execution. They can access Certain directly from the Zentila dashboard. The user-friendly solution eliminates hours of manual work. Through Zentila, Certain users gain access to meetings hotels worldwide. The Zentila platform lets planners easily create comprehensive RFPs, source and book meetings and events, negotiate with hotels, and capture data on meeting and event spend. Now, in a simple click, they also can transfer event details directly into Certain to register attendees, manage the event, and drive engagement and ROI.

"The integration allows Zentila to offer access to a comprehensive event management solution for event planners and marketers looking to deliver flawless events," Mason says. With Certain, event planners gain use of a robust registration system and feature-rich event planning solution, while maintaining their event's branding integrity. Planners can deliver personalized event experiences and face-to-face scheduled meetings that provide attendees with added value throughout the event.

Certain also delivers significant revenue and pipeline growth benefits for event marketers through its industry-leading integration with Marketing Automation systems. As a result, planners and marketers can ensure an event provides value for attendees and delivers meaningful ROI.

"Just as Certain has improved event success and ROI by engaging participants and enabling planners to manage meetings more efficiently and accurately, Zentila improves meeting planning with the industry's smartest sourcing solution," says Christine Hansen, vice president, Alliances and Channels at Certain.

"We're delighted to partner with Certain, an industry leader known for its technology breakthroughs and unique approaches," Mason says. "Together we will continue to lead the way, giving planners the most powerful resources available to plan and execute extraordinary and cost-efficient events, from start to finish."

For more information, visit Zentila.com and Certain.com.

About Certain: Powering Connections, Accelerating Business

Certain delivers the leading event management solution for marketers and event professionals to deliver flawless events and create targeted engaging experiences. With Certain companies can integrate events into a cross-channel marketing strategy and fully recognize the total value of their event spend. The Certain Platform enables online registration and attendee management, built-in mobile applications, and 1-to-1 meetings that engage audiences and maximize the value of all events. With the ability to track attendee interests and behavior, marketers can integrate event-related data with marketing automation systems to understand the true impact of the event on each attendee. As a result companies are able to drive high quality leads, improve marketing and sales follow-up, and accelerate the buying cycle. Headquartered in San Francisco, with offices in North America, Europe and the Pacific Rim, Certain is a strategic event partner to over 600 enterprise and event management companies and the Certain Event Success Hub™ includes industry partners that extend event management capabilities. For more information please visit www.certain.com.

About Zentila

Zentila is a first-of-its-kind strategic sourcing solution for meetings and events. The award-winning platform enables organizations and third-party planners to easily source and capture meeting and event data – all in one place. Zentila’s user-friendly planning and administration tools add transparency to company meeting activities and reduces the time and costs associated with sourcing and contracting meeting venues. Its SaaS-based meetings management technology captures M&E spend for corporations, providing visibility to this hard-to-track category. For more information on this breakthrough solution, visit Zentila.com

Zentila received Gold Award honors from Travel Weekly’s 2014 Magellan Awards for Online Travel Services, Booking Interface category.

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