



## **Zentila Launches Game-Changing Solution for Citywide Conventions**

Planning citywide meetings and conventions is easy with a new solution just out from Zentila. The technology, CityWide, enables planners to manage a full range of options to maximize value on large, multi-venue events.

“CityWide is the first technology smart enough to handle different dates, meeting venues, room blocks, concessions and fees simultaneously,” says Mike Mason, CEO, Zentila. “It helps planners quickly evaluate multiple offers from numerous venues to build the best possible scenario for their events.”

The breakthrough solution combines two new technologies, allowing planners to easily manage all the critical information.

First, CityWide lets planners source and book multiple venues at once. Offering a fresh take on planning, the platform gives hotels the ability to offer partial or full room blocks. Planners can build their room blocks as needed, drawing from one hotel or several to best fit their requirements. Adding to the options, CityWide includes a new venue category, allowing planners to source and book convention centers for the first time within Zentila. The user-friendly technology automatically captures spend and savings data on all venues, so planners can readily identify their top choices.

“Previously, planners have had to conduct a series of searches for multi-venue events,” Mason explains. “In many cases, they then faced the laborious task of transferring all the data onto a spreadsheet and calculating savings and spend manually to compare offers.”

In another innovation, CityWide generates hotel proposals that are fully customized for different dates. The solution enables planners to manage multiple offers from many hotels and compare them all in a single click.

“Existing technology has not given hotels the tools needed to tailor proposals for a variety of dates,” Mason points out. “At best, hotels have only been able to offer different rates. Everything else has had to remain static.”

By contrast, CityWide gives hotels the ability to customize their entire proposal – rates as well as concessions, meeting space availability, costs, fees, and more – for each set of dates. Planners can receive more favorable offers with strategic hotel proposals designed to drive reservations for optimal dates.

CityWide is easy for planners and hotels to master.

“Like the rest of Zentila, we try to make it super-intuitive and fun,” Mason says.

For more information on CityWide, contact Ryan McGlynn, ([ryan.mcglynn@zentila.com](mailto:ryan.mcglynn@zentila.com)) or call 407-656-5683.

### **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](http://Zentila.com).

Zentila received Gold Award honors from Travel Weekly's 2014 and 2015 Magellan Awards in the Online Travel Services category.

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