

21 April 2008

**New technology for efficient event and meeting planning  
HRG Event Solution™ launched at IMEX**

The widely publicised concerns surrounding an economic slowdown, and the increasing globalisation and interconnectivity of markets, mean international events and meetings have a key role to play with an even greater focus on the value for money that such operations deliver.

Organisations now want sophisticated tools to evaluate conferences to ensure they receive a good return on investment (ROI). As part of its client value offering, international corporate services company, Hogg Robinson Group (HRG) has joined forces with StarCite, a global leader in professional meeting management solutions, to develop HRG Event Solution™, an online events and meetings management tool.

This unique tool delivers an effective way to manage events and meetings in an online, secure environment. Events and meetings planning, venue sourcing, attendee management and multi-level spend reporting are consolidated in one single point of access giving clients access to global purchasing power and planning tools for each event and meeting. HRG Event Solution™ is currently available in English and German and will soon be released in French. Additional European languages are also on the way.

These features make this tool valuable when planning events and meetings with participants from one or more companies, enabling customised communication for target groups.

Christer Nordlund, Director Events & Meetings Management at HRG reports, "We have been working with clients to provide high quality meetings and conferences that deliver excellent value for money, The ROI concept is being used to an increasing extent for this industry and the trend is clear: multinational companies are taking charge and directing processes towards increased cost and quality control, and, with the toolbox HRG Events & Meetings Management provides, we can offer clients a unique option for customised international solutions.

HRG Event Solution™ will be presented from 22-24 April in Hall 8, Stand D550 at the IMEX trade fair in Frankfurt.

# PRESS RELEASE

From Hogg Robinson Group



- Ends -

**For further information:**

Christiane Wronski

Head of Corporate Marketing and  
Communications Central & Southern Europe

Tel.: +49 (0)69/668021-2300

Email: [christiane.wronski@hrgworldwide.com](mailto:christiane.wronski@hrgworldwide.com)

Dionne Parker

Head of Corporate Communications,  
Hogg Robinson Group

Tel.: +44 (0)1256 312624

Email: [dionne.parker@hrgworldwide.com](mailto:dionne.parker@hrgworldwide.com)

**Notes to Editors:**

**Hogg Robinson Group (HRG)** is the award-winning international corporate services company. Founded in 1845, HRG has over 60 years specific corporate travel expertise. Its corporate services interests include owned or controlled corporate travel operations in 25 of the key driver and growth markets throughout Asia Pacific, Europe and North America. Supported by contracted partners, the HRG worldwide network extends to over 100 countries.

Totally committed to a value offering for clients, HRG offers a comprehensive range of corporate services which includes Corporate Travel Management, Consulting, Expense Management, Events & Meetings Management, and Sports.