



Chris Wildsmith Addresses US University and Conference Market on Non-traditional Conference Centres

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Chris Wildsmith, managing director Kinetic Solutions, recently travelled to Las Vegas, USA to lead a session on marketing and technology for US professionals from non-traditional conference venues.

PR9.NET August 31, 2005 - Chris Wildsmith, managing director Kinetic Solutions, recently travelled to Las Vegas, USA to lead a session on marketing and technology for US professionals from non-traditional conference venues, such as college and university campuses, entertainment, historical and sporting venues, and conference centres.

The course, organised by specialist venue-finding company Unique Venues, took place on The University of Nevada, Las Vegas campus. It was something of an honour for Chris to be asked to participate in the conference, and it is his success in working within the university sector, focusing on business processes increasing sales through the use of technology, with venues such as Warwick Conferences that has established his reputation as an expert in this field.

As a result of Chris's presentation, he has been asked to fly out to Puget Sound, University in Tacoma (near Seattle, Washington State) to act as a mystery shopper to benchmark the services it offers, and has also been invited to return to run a session on how technology can facilitate a commercial or conference department in US universities.

For further information please visit the Kinetic website at: www.kineticsolutions.co.uk.

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About Kinetic Solutions Limited

Kinetic Solutions is a leader in student accommodation and conference management software for the university sector and conferencing markets. Kx software is used in more than 160 venues in the UK and US, ranging from conference centres to universities, sporting venues, training centres and hotels.

Kinetic has ten years experience developing leading edge event management software technologies that deliver significant business improvements for organisations in the conferencing and accommodation sectors. Kinetic has a fundamentally different approach to software that involves its clients in development forums which help shape the future functionality of its solutions. Kinetic offers first class support, including a manned helpdesk to ensure the timely delivery of event, venue and accommodation management services. Kinetic is based at the Innovation Centre, Cranfield, Bedfordshire.

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