

## **Runtriz Redefines “Meeting & Events” in Increasingly Mobile Hotel Industry**

*At HITEC 2014, Runtriz Releases Latest Meeting & Events Solution Providing Hotel Partners and Meeting Planners Better Opportunities to Plan and Manage Events*

**Los Angeles – June 24, 2014** – Mobile is rapidly transforming how “Meeting & Events” are purchased, planned, managed and attended. In collaboration with leading global hotel brands like Radisson and Radisson Blu, Runtriz set out to develop a better Meeting & Events experience for hotel event coordinators, meeting planners, and meeting attendees.

The result is Runtriz’ innovative new Meeting & Events App. No longer must meeting planners rely on sliding paper agendas under guest room doors or falling short on client expectations during important events, whether a wedding or critical business meeting.



The Runtriz Meeting & Events Solution is an extension of its Hotel App Platform, and enables hotel event coordinators to create branded event experiences from within their hotel’s or brand’s existing app and offered directly or via 3<sup>rd</sup> party meeting planners as a valued upsell opportunity.

“Event coordinators and meeting planners are always on-the-go, and we wanted to provide them the best mobile experience possible,” said Matthew Allard, CEO and Co-Founder of Runtriz. Allard added, “Our latest release provides all the tools needed to plan, manage and host an event, while providing attendees a world-class mobile app experience, all from the same Runtriz Platform powering the hotel’s mobile app.”

The most significant advancement made is the suite of mobile tools designed for meeting planners. Planners can create their own branded app experiences whether for “corporate” or “social” events. From their very own mobile Content Management System, planners may upload Word, Excel and PDF files, as well as provide attendees real-time updates on agendas, speakers, sponsors, locations and more.

Planners and attendees may also stay connected through the App’s messaging and communication system. For example, planners may push messaging to attendees or even schedule pre, live and

post event surveys. Attendees may notify planners or coordinators of requests for anything from banquet services to audio-visual needs.

To learn more about Runtriz' latest innovations and why hotels and casinos globally choose the Runtriz Platform to power their most important mobile and digital initiatives, please visit us at booth #1713 at HITEC 2014.

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### **About Runtriz**

In 2007, technology experts who love to travel founded Runtriz to provide hotels a better way to connect with guests to alleviate their greatest pain point... waiting on hold or in line for "great" customer service. Months later Runtriz' founders launched the world's first iPhone hotel at the Malibu Beach Inn along the Pacific Ocean in California (Google it!) to solve this problem...and many others. Fast forward 7 years, and over this time Runtriz has collaborated with many of the industry's leading brands and independent hotels globally – from Las Vegas to Sydney -- pushing the envelope to create the most innovative mobile and digital platform that enables hotels to engage guests in previously unreachable and unthinkable ways. [www.runtriz.com](http://www.runtriz.com)