

GCI News

Gray Consulting, Inc.
International Meetings & Incentives

December 3, 2004

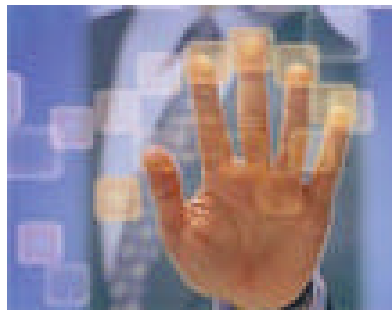
2004 Volume Four

Web Enabled Meetings

In our ongoing effort to provide and facilitate services that are meaningful for all of our customers, we now have a scope of services specific to management and administrative support of web-based meetings.

If you are using a service provider of web-based technology to facilitate online meetings in lieu of particular face to face events, you can still call on us to facilitate invitations, registration, and reporting – with savings of as much as 75% from traditional meeting management pricing.

Call or email Rick Kauffman or Lauren Ewing for further information.



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Physician Attended Dinner Meetings and Speaker Programs

Our web-based tool for dinner meeting and speaker program management, DineRx, is a hot topic for quite a few of our pharmaceutical industry customers.

The tool allows sales reps or a GCI project manager to source and contract pre-approved restaurant venues for these programs.

There is an article in Pharmaceutical Business Strategies this month outlining the value proposition that streamlining this multi-million dollar area of spend assures.

For more information or to see a demo, please call Lauren. You may also go to our website at www.gcimi.com and review the “Speaker Programs” page.



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Did You Know That...

?? Gray Consulting was ranked #1 for Event Planners in the 2004 Philadelphia Business Journal.

?? In 2005, hotels are expected to reach revenue levels comparable to those in the late 1990's—which is the industry high-water mark.

?? A Boeing 747 holds 57,285 gallons of fuel.



Surveying Our Service

Starting January 2005 we will be using a web-based survey system to gather scores on our service from the meeting initiator(s) for each program.

We have chosen Zoomerang as our tool for two primary reasons: 1) a quicker method and ease of response, and 2) continuous/accrued scoring. The survey is a 10-question “click the little circle” format.

Please remember: it is important for us to receive feedback on each program even when you have multiple ones so that you are comparing and contrasting us from meeting to meeting.

Our overall score in 2004 year to date is 4.85 on a scale of 5. We will use the same 5 point grading for 2005.

So, when you see the email with the link, please let us know how you feel!

Customer Service Week

Thousands of companies worldwide observe National Customer Service Week each year in early October. Started in 1988 by the International Customer Service Association (ICSA), Customer Service Week (CSW) was proclaimed a national event in the United States by the US Congress in 1992. The purpose is “to create a positive message that lasts all year long and to provide a productive opportunity to generate an even stronger commitment to customer service excellence.”

This year GCI observed its 4th annual Customer Service Week event from Octo-

National Customer Service Week is recognized as the first week of October; mark your calendar!

ber 18th to the 22nd. Building on the theme “We Treasure Our Customers”, associates showed their commitment to the GCI Company Mission to “exceed the customer’s expectation of value and service” by signing a poster-size display of the GCI Mission Statement.

Activities throughout the week were designed to reinforce the GCI customer service philosophy, including the debut of a new GCI University workshop, “Customer Service – Gray-ology.” Conducted by company president, Scott Gray, the workshop enabled participants to identify the characteristics that define good customer service according to Gray Consulting standards and to develop individual improvement plans.

Promoting a commitment to customer service excellence is an everyday activity at Gray Consulting. Celebrating Customer Service Week annually provides a special opportunity to reinforce our mission to exceed the customer’s expectation of value and service.

What The Increase In Hotel Demand Means To You

According to a report by JP Morgan Chase, “the lodging industry rebound that has occurred in 2004 is the first of a phase of a more substantial recovery next year that should last into at least 2006”. (Hospitality Research Group 2005 -2006 Projections/www.pkfonline.com)

Pricing for groups in hotel rooms in the first quarter of 2005 will rise an average 10.3% in top lodging markets. Overall it is estimated that occupancy levels for US hotels will be at 64.8% with a 3.7% growth in average daily rate.

How do you make the best of it? Book as early as possible. The transient market demand is boosting occupancy levels and this individual business is usually very short term. Try to book 3 – 6 months out in order to have some opportunity for availability of space, contractual concessions and reasonable attrition clauses.



The Scoop On Sourcing

The primary benefits to consolidate your site sourcing and contracting for meetings are: the ability to amass collective spend data for supplier leveraging, to have consistent contractual language thereby reducing legal risks, and to save top line expenses due to concessions and negotiations consistently hammered out by experts.

Your company could see savings as much as 20 – 25% when compared to an unmanaged environment in these three categories alone.

But don't forget the people factor. The expertise and knowledge of a

sourcing and contracting manager who has been to the city or property in question, knows the nuances of the program type or meeting space challenges, and can recommend what makes the most sense for your successful program is invaluable.

Additionally, our sourcing managers maintain our own proprietary hotel database. We are up to date with input from our project teams, our partner suppliers, and our own research— all the time.



Our sourcing and contracting managers have had site inspections in Atlanta, Chicago, Toronto, Jackson Hole, Marco Island, Tampa, Orlando, and the Bahamas—in just the last 3 months! For more info email: lewing@gcimi.com.

Associate News

Kathy Murphy was nominated and appointed to the Board of Directors for the local Philadelphia chapter of PCMA – Professional Convention Management Association.

Tina Berry, Our Information Systems Manager, is the newly elected Vice President of the Philly FileMaker Developers Group. As you may know, FileMaker is the platform on which our amazing database system is built.

Bonnie Greenberg, CMP, one of our

Sourcing and Contracting Managers, renewed her CMP certification.

New associates joining us recently:

Kim Soldavin, CMP, as Project Manager for the Orange Business Unit.

Alicia Bush as Receptionist “extraordinaire”!

Christine Genovese, as Project Coordinator with the Orange Business Unit.

October 2004 customer comment:

“As usual, your staff was superb.”

On A More Personal Note

The team at Gray Consulting have been active in support of our troops in Afghanistan and in Iraq. Scott's nephew was stationed in Afghanistan until recently and upon his return gave us a very real presentation of life there for our service men and women (complete with residual dirt on his

laptop!). We have been sending fun care packages for any and all occasions to friends and relatives of people we know who are serving our country so far away.





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Plan Now!

It's not too early to think about 2005 planning so let us know what's on your radar for the coming year. The first quarter of 2005 is practically here!

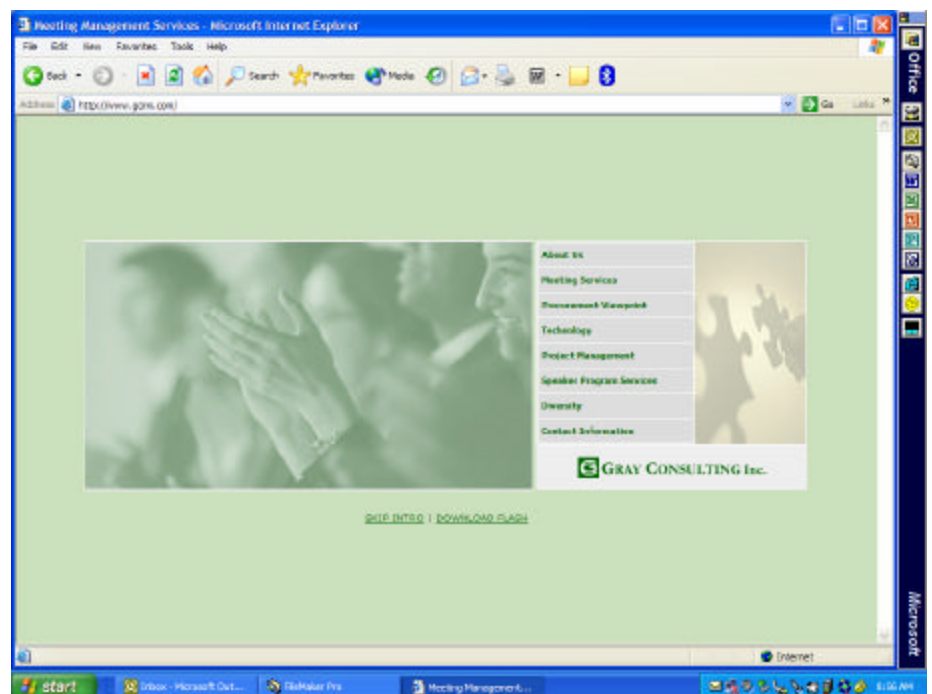
- Exceeding the customer's expectation of value and service

Our Website

We will be revising and enhancing our site by the end of the year and one of the fun additions will be photos of our associates: Accounting, Project Managers, Sourcing, everyone!

We'll let you know when the new site is posted so you can hopefully connect a face with the name.

Additionally you will find a company overview, corporate profiles, information about each of our segments of service, and the value we place in our people and their skills and experience.



Take a look at our new website at www.gcimi.com. We update content several times a year—including real customer comments and opinions, so bookmark it!