



GRAY DAWES EXPANDS EVENT MANAGEMENT SERVICE

Colchester, 23 November 2011 Gray Dawes, one of the UK's leading independent corporate travel management companies, today announced the expansion of its event management service with the launch of a new online event planning and enquiry site.

The new technology provides access to the largest database of its kind in the UK with over 150,000 UK venues and more than 25,500 venues worldwide, together with in-depth information and imagery. It will enable clients to research suitable venues prior to making an enquiry, monitor the status of their bookings and run simple management reports to assist with budget management.

The system, launched in conjunction with venuedirectory.com, the market leader in the provision of interactive venue data, will support Gray Dawes' commitment to providing a comprehensive service and increasing efficiencies for its clients. Importantly, it will help to simplify the event planning process for clients, which traditionally can be complex and time-consuming

Gray Dawes is one of the few travel management companies to provide both business travel and event management solutions to its clients. The company's dedicated team of event management specialists provides a range of services that include venue finding, incentive programmes, team building, conference management and group travel.

Nikki Regan, Director, Operations at Gray Dawes Travel commented, "Gray Dawes is continually investing in technology to enhance the quality of its service delivery and we are confident that this new system and its innovative and intelligent technology will deliver yet another dimension to the high quality service that we provide our clients."

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ABOUT GRAY DAWES

Gray Dawes is one of the UK's leading independent business travel management companies. Established in 1927, the company is headquartered in Colchester and serves corporate customers throughout the United Kingdom. Long recognised as a technology pioneer, Gray Dawes has been a driving force in the development of online self-booking travel technologies. For further information visit www.gray-dawes.co.uk.

ABOUT VENUEDIRECTORY.COM

UK market leaders in interactive venue data and providers of specialist software, vebuwdirectory.com is dedicated to the MICE industry and generated £500million in business enquiries in the past year. venuedirectory.com has grown and succeeded increasing business by an outstanding 40% year on year since 2008 and launched multiple products and innovations to the UK Meetings and Events industry.