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## **New White Paper Profiles Learning Environments of Conference Centers**

ROI and productivity hailed as key benefits

Eric Whitson, Director of Sales & Marketing at The National Conference Center (NCC) announced the release of the fourth white paper in the quarterly series Meeting Discoveries on topics relating to meeting industry trends and helping meeting planners develop more productive meetings.

According to Sarah Vining, Marketing Manager at The National Conference Center, who wrote the white paper “Why Conference Centers are More Conducive to Learning than Hotels”, “as long as ROI and productivity are in question, planners will be saying ‘no’ to hotels and looking for a conference center to meet their needs.” The white paper examines elements that must be present for a productive learning environment and cites research from conference center veterans Dave Smith of Conference Center Group and Adam Stoltz of DEGW, a strategic workplace consultancy.

The white paper also uncovers where some hotels may fall short and includes the list of elements that exist at a conference center for a successful meeting. According to Vining, the white paper is meant to demonstrate the benefits that organizations reap when they train in a conference center “from comfort and practicability in ergonomic chairs to the shape of the rooms.”

In the white paper, Smith and Stoltz agree that the environment always matters, and choosing venues that are conducive to a productive learning environment will help you reach your goals. They offer three takeaways that are consistently offered at a conference center:

1. Technology and audio-visual matter
2. Meeting space should match an organization’s need
3. Comfort and practicality are a win-win for attendees and organizations

The entire white paper, “Why Conference Centers are More Conducive to Learning than Hotels” is available at: <http://bit.ly/ConferenceCenterWP>.

The National Conference Center, operated by ARAMARK Conference Centers, features a secure, distraction-free setting with self-contained buildings surrounded by 100 scenic acres in

Leesburg, Virginia. One of the largest conference centers in the United States, the entire facility was purposefully designed to accommodate larger meetings and conferences that concentrate on training.

**To find the full article:**

<http://www.meetingsfocus.com/ArticleDetails/tabid/162/ArticleID/17274/Default.aspx#top#top>