



## THE NATIONAL CONFERENCE CENTER™

### NEWS RELEASE

For immediate release, please

#### CONTACT:

Eric Whitson

Director of Sales & Marketing

[ewhitson@conferencecenter.com](mailto:ewhitson@conferencecenter.com)

James M. Mahon

JMM, Inc

[JMMMahon@aol.com](mailto:JMMMahon@aol.com)

### The National Conference Center Releases White Paper The Future of the Meetings Industry: *Why Certain Conference Innovators Are Winning*

(Leesburg, Va) – October 2011 - Eric Whitson, Director of Sales & Marketing at [The National Conference Center](#) (NCC) announced the release of the third white paper in the quarterly series *Meeting Discoveries* on topics relating to meeting industry trends and helping meeting planners develop more productive meetings.

The paper, "[The Future of The Meetings Industry: Why Certain Conference Innovators Are Winning](#)" was written and compiled by Sarah Vining, Marketing Manager at The National Conference Center, with Contributing Research from Adrian Segar PhD, Conferences That Work; Tom Condon, Steelcase, and Lennie Scott-Webber PhD, Steelcase.

The white paper includes an in-depth look at topics that include:

- What persuades people to attend a conference
- How conferences are changing to adapt to the needs and demands of attendees
- Why space and design are crucial for collaboration and learning
- What conference innovators predict in the long term

According to Vining, the paper was produced to “continue to educate other professionals in the meetings industry on innovative trends and how to keep their attendees satisfied and engaged. It is meant to change some long-held concepts about meetings and conferences and to increase attendance and participation at conferences, particularly in this difficult rough economy.”

The entire white paper, "The Future of the Meetings Industry: *Why Certain Conference Innovators Are Winning*" is available at: <http://bit.ly/qWmjdV>

###

#### **More about The National Conference Center**

Just 12 miles from Dulles International Airport and 45 minutes from Washington, DC, 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 purpose designed to accommodate larger meetings and conferences that concentrate on training.

Each of the 250 meeting rooms – representing 265,000 square feet of flexible meeting space -- features high-speed Internet access, individual climate control, advanced conference technology, and sophisticated presentation technology with on-site audio/visual and IT support. The 917-room facility (including 78 suites) can accommodate meetings and events up to 1,800 people. Dining options include the popular Black Olive Sports Bar, and the 800-seat dining facility which features a wide variety of healthful buffet selections as well as specialty selections. Recreational options include a fully equipped fitness center along with volleyball, basketball, racquetball, tennis, and more. A fully staffed Business Center is conveniently located to provide administrative support service throughout the course of each meeting and a professional conference support team is available. Free onsite parking is provided.

*ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. In FORTUNE magazine's 2009 list of "World's Most Admired Companies," ARAMARK was ranked number one in its industry, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers and analysts. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 260,000 employees serving clients in 22 countries. Learn more at the company's Web site, [www.aramark.com](http://www.aramark.com).*