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National Conference Center White Paper Examines

Why Conference Centers are More Conducive to Learning than Hotels

(Leesburg, Va) – January 2012 - 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> .

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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.