

For Immediate Release

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63% of Event Planners Surveyed Prefer Conan over Leno to Headline their Next Event

The Knowland Group, a hospitality industry data firm, surveyed planners from across the nation to get their take on the late night talk show battle

Salisbury, MD, 01/22/10 – Jay Leno might not be quite as popular as he thinks, according to event planners from across the country surveyed by the Knowland Group.

One such event planner thinks NBC executives got it all wrong when they decided to show Conan O'Brien the door in favor of bringing Jay Leno back to the show he hosted for 17 years. If she had to choose which late night comedian she would prefer to headline her next event, it would definitely be Conan.

Sixty-three percent of event planners surveyed by the Knowland Group agree with her. Of the Leno supporters, 65 percent would actually prefer David Letterman or Jimmy Kimmel.

"In our experience, meeting planners have strong opinions regarding the headliners of their events," says Knowland Group CEO Michael K. McKean. "The right speaker can mean hundreds of thousands or even millions of dollars in registration fees for some conferences."

Knowland, the world's largest data firm in the global meetings and convention industry, surveyed event planners to find out which of the late night talk show hosts they would like to see at their next event. Planners were also asked if they think O'Brien was treated unfairly by NBC.

"No way!" says one event planner who works for a nonprofit. "He got a \$45 million buyout and will probably be picked up by another station."

Time, or more likely ratings, will tell whether NBC made the right decision in putting Leno back behind the desk. One thing's for sure, Triumph the Insult Comic Dog will live to belittle another day.

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in Salisbury, MD, serves over 100 markets within the United States, Canada, Mexico, the Caribbean, the United Kingdom, Thailand and

United Arab Emirates. Recently featured on the *Inc.* [Fast 500 List](#), the Knowland Group is the second fastest growing company in the travel industry. For more information, visit www.KnowlandGroup.com, call 410-860-2270, or follow us on Twitter [@knowlandgroup](#).