

For Immediate Release

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Oklahoma Hotel & Conference Center Streamlines the Entire Booking Process with Knowland's Target Net

National Center for Educational Development Conference Center & Hotel simplifies their group booking process with cutting edge sales & catering tool

Washington, D.C., 8/30/11- [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, has signed up the [National Center for Educational Development Conference Center & Hotel](#) (NCED) for [Target Net](#). Located in Norman, Oklahoma just down the road from the University of Oklahoma and downtown Oklahoma City, NCED is ideal for corporate guests.

NCED raises the bar when it comes to premiere meeting space. The hotel offers more than 20,000 square feet of multipurpose space for an extensive array of events, from banquet events to government conferences and corporate board meetings. Along with more than a dozen meeting rooms ranging in size from 700 to over 9,000 square feet, the hotel also includes two ballrooms perfect for theatre or banquet events.

“Target Net does more than just manage ongoing sales efforts and meeting planning. It generates leads for sales teams to pursue, and then helps turn those opportunities into bookings.” Knowland CEO [Michael K. McKean](#) said. “It is the only complete business development solution for the hospitality industry, making it a natural fit for NCED.”

As a true sales force automation platform, Target Net helps sales managers easily navigate and manage their sales funnel from start to finish. It was the first of its kind to include powerful lead generation capabilities built right in. Operating from the cloud, Target Net is browser-based and does not require expensive installations and maintenance like other outdated software systems. The tool can run more than 40 customized reports independently – allowing hoteliers to track anything and everything they need on global, regional, or property levels.

With access to the world’s largest group database, Target Net puts NCED’s sales staff in contact with solid leads with verified contact information for meeting planners. From there, employees can execute events, from start to finish.

Hotel sales team can also reach out to current or prospective clients on the iPad. This [mobile edition](#) gives sales teams the freedom to utilize Target Net both on-and-off site. With the recent integration of [EchoSign](#), sales teams can seal the deal without wasting time and meeting planners can sign or make changes to a contract in the blink of an eye.

With Target Net, the NCED’s sales team can pursue, book and deliver on every group account!

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 Mid-Atlantic Region, serves over 3,000 hotel clients and 25,000 users globally. Knowland was ranked as

the fifth fastest growing software company (public or private) in North America by Deloitte and the second fastest growing private company in the travel industry for both 2009 and 2010 by Inc. Magazine. For more information, visit www.KnowlandGroup.com, call 410-860-2270, or follow us on Twitter @[knowlandgroup](https://twitter.com/knowlandgroup)