

**For Immediate Release**

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## **Knowland's Target Net Leads Revolution in Hotel Meetings Management, Social Media Integration**

***Innovative platform now features streamlined booking process, improved BEO interface,  
integrated social media dashboard, and more***

**Washington, DC, 06/07/11** – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, is furthering its commitment to innovation with the rollout of several exciting enhancements to [Target Net](#). The revolutionary meetings management and sales force automation tool makes professional business development even easier. As of June 4, clients have instant access to this upgrade for no additional charge.

"We've listened to all the hoteliers who are tired of the many pain points presented by existing meetings management tools," said Knowland CEO [Michael K. McKean](#). "Target Net offers the solution to these problems while remaining more cost effective."

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. Now Knowland has partnered with Jigsaw and EchoSign to integrate even more sales functionality into Target Net. The enhanced platform also includes an easier-to-use BEO interface that makes it simple to create customer friendly yet operationally sound BEOs. A new customized report builder allows hoteliers to track anything and everything they need on a global, regional, or property level. We've also made it easier for other team members such as the front desk or housekeeping to get in, get the information they need, and get out quickly.

While other meetings management software companies are still in denial about the importance of social media and mobile apps, we recognize that these things are the future of the industry. That's why we've created an integrated social media dashboard that makes it easy for sales managers to quickly reach out to current or prospective clients on Facebook, Twitter, and LinkedIn – all within Target Net. We've also made Target Net available on iPads and iPhones so sales managers can access the platform anywhere, anytime.

Target Net is continually leading the charge for innovation. First as the only meetings management tool to be Software-as-a-Service and include lead generation, and now as the first to incorporate social media and mobile apps. Hoteliers are invited to [join the revolution](#) today!

### **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 the Mid-Atlantic region of the United States, serves more than 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](http://www.KnowlandGroup.com), call 410-860-2270, or follow us on Twitter [@knowlandgroup](#).