



BDRC launches VIP Verdict

London 19th February 2010: BDRC, the specialist market research agency, today launched VIP Verdict, its new quality standard for the corporate hospitality sector to an invited audience including representatives from the O2, Arsenal FC, Manchester United FC and The Natural History Museum. With the increased focus on the corporate hospitality market bringing new scrutiny to expenditure and quality standards, BDRC has developed a suite of research services designed to enable hospitality host venues to grow their share of this prestigious and profitable market.

Matt Costin, Director, Hotels & Hospitality says “In a sector where 20% of British business are responsible for almost 100% of the value of the market, it is crucial that operators focus on identifying and retaining the most profitable customers. This latest suite of research tools will enable venues to maximise opportunities within this sector through an in depth understanding of evolving customer needs and how best to exceed expectations.”

The programme enables measurement of individual venue performance in handling sales enquiries and thereby driving sales conversion, identification of strengths and weaknesses in service relative to competitors, understanding which customers and non-paying guests have the greatest future value potential and learning how the market is changing and how to adapt their offer to meet the evolving needs of hospitality buyers.

Ends

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About BDRC

BDRC is a leading, full service, market research agency specialising in financial and professional services, telecommunications and other key service sectors.

Established in 1991, the company is renowned for its consultative approach and ability to add value to clients' businesses by bringing insights from multiple markets to their research. This cross-disciplinary approach enables BDRC to provide bespoke research that is informed by a deep understanding of the client's issues and the wider market context.

Our consultants have a unique blend of financial and professional research experience, are skilled at managing complex research surveys and enjoy a significant profile within the industry.

For more information on our products and services, please visit www.bdrc.co.uk