



Groupize Unveils Groupize Pro, a solution tailored for Professional Meeting Planners

Building on self-service solutions for Occasional Planners, Groupize adds Professional grade features to manage meetings with complex event logistics

Atlanta, GA – July 22, 2024 – Groupize, a leading provider of corporate travel and meeting solutions, is thrilled to announce the release of its latest software upgrade, Groupize Pro, offering cutting-edge features designed specifically for professional meeting planners and global meeting programs. Groupize Pro

This significant update is set to revolutionize corporate meeting management by delivering one platform that can be have functionalities configured based on the user type.

From managing small meetings to large-scale events, internal gatherings to external conferences, Groupize's innovative platform is poised to empower both occasional and professional planners like never before. The comprehensive suite of tools ensures that every aspect of meeting planning is seamless and efficient.

This release brings the platform to 9 modules and over 275 features.

Key Features of the new version include:

- **Advanced Event Management Tools for Meetings with complex attendee management requirements:** Simplify the planning process with robust features tailored to handling events of any size, from intimate gatherings to major conferences; features include customizable meeting request form, three sourcing workflows, event app with check-in and attendee type logic for travel.
- **Streamlined Processes:** Automate routine tasks and reduce manual work, allowing planners to focus on what really matters—creating exceptional experiences.
- **User-Friendly Interface:** Enjoy an intuitive design that makes navigating the platform effortless, even for those new to meeting planning.
- **AI-Powered Response:** Intelligent use of AI for venue information acquisition and venue response with Concierge services delivers fast responses and efficiencies, delivering the most updated platform with “What is New, What is Hot and What is trending” with daily content updates
- **Integration with The Vendry:** Following Groupize's recent acquisition of The Vendry, users can access a vast network of venues and event resources directly through the platform.

Quote from Alisa de Gaspe Beaubien, CEO of Groupize:

“This release is the embodiment of years of feature building for professional meeting and event planners. We’ve listened to our users and continuously refined our platform to meet their needs. With this upgrade, we’re not just enhancing our software—we’re setting a new standard for the industry.”

The company continues to invest in new technologies and strategic acquisitions, like The Vendry, to expand and enhance its offering for professional meeting and event planners.

About Groupize

Groupize is the leading platform for managing in-person enterprise events. With solutions for venues, vendors, event organizers, and enterprises, Groupize transforms the complex and challenging processes of organizing and managing meetings into a seamless and accessible experience for everyone. The Groupize platform has 9 modules and over 275 configurable features to manage meetings, events and group travel, leveraging exclusive integrations with industry leading solutions like SAP Concur. Our mission is empower everyone to create seamless and impactful meetings and events through innovative and intuitive solutions that build trust and foster connection.