

“ReServe Interactive made us more successful in Jacksonville and more confident in managing the Super Bowl project.”

*Joyce Landry*



## LANDRY & KLING, INC.

Jacksonville, Florida

### OVERVIEW

Landry & Kling, Inc. was contracted to manage all events and resources on board five cruise ships during the “Super Bowl on the River” in Jacksonville, Fla. To facilitate this, the company purchased ReServe Interactive software, which included the fully integrated Event Management Module with Reservations, and the Group Rooms Control module, which automated the project management for all on-board activities surrounding the Super Bowl XXXIX extravaganza.

ReServe managed and coordinated cabins, events and dining reservations, and it produced correspondence including contracts, orders, menus and guest lists. It also tracked financial records, including deposits and forecasted revenue, and provided port security with vital information. In addition, ReServe’s unique Event Lifecycle Technology™ automatically managed project timelines, thus increasing productivity and ensuring consistent business practices.



### CHALLENGE

Company management needed a software tool to coordinate each unique activity on board the five ships. The exhausting list of requirements included managing and tracking more than 3,600 cabins and more than 43,000 meals over a four-day period. Also, crucial security details, including airline flight, passport and drivers' license information, had to be monitored.

"We needed a software tool to help us coordinate each unique activity on the ships. There are a lot of details regarding this event and to find a system that can control all of that is really great," says Joyce Landry.

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### SOLUTION

ReServe Interactive's fully integrated Event Management Module with Reservations, along with its Group Rooms Control Module, which automated all of the project management for the on-board activities for the Super Bowl effortlessly completed a multitude of important tasks.

For example, regarding cabin assignments, it monitored cabin availability to ensure efficiency and to prevent double bookings. For ship events, such as a welcoming party, the software program managed the guest lists; reported on the food and beverage menus and orders; defined the set up and service instructions; and kept track of financial information, including contracts, invoices and payments. The software also supported direct-mail and e-mail marketing campaigns.

In addition, ReServe's Event Lifecycle Technology™, a unique software program that automates the management process, was used to remind its designated user of tasks that need to be completed to move an event ahead in its lifecycle. This software function ensures accuracy and efficiency, as well as increases productivity.

Port security was a primary concern and the ReServe software provided accurate, up-to-the minute guest and vendor lists, as well as flight arrival and departure times and locations. Automated reports also helped expedite the processing of people and traffic into and out of the port-security area.

Other Event Facilities Customers Include:

COPIA: American Center for Wine, Food & the Arts / Lambeau Field / Monterey Bay Aquarium / Sears Tower / Space Needle