



MeetingMatrix™  
INTERNATIONAL

195 New Hampshire Ave. Suite 255  
Portsmouth, NH 03801  
Phone: 603.610.1600  
Fax: 603.610.1699  
[www.meetingmatrix.com](http://www.meetingmatrix.com)



## MeetingMatrix™ International Doral Golf Resort & Spa Case Study



### ► Situation Analysis:

This project was twofold for us. It started as one project and grew into a marketing campaign. The Doral Golf Resort and Spa in Miami, Florida wanted to construct a new ballroom. They also wanted to view exactly what their new addition would look like BEFORE it was actually built. With MeetingMatrix Space Rendering and 3D-VR, our creative team was able to construct the Doral's new "Legends Ballroom" from architectural plans. The ballroom became a 3-dimensional Space Rendering model which the client could cost effectively utilize in a variety of areas within their business. As a result, the client was able to begin showing and selling the new space before its completion date. Jody LaRue, Creative Services Director, utilized MeetingMatrix's Rich Media Solutions and the resources of Visionary FX studios to implement the resulting project into a huge marketing campaign which was, in turn, incorporated into the Doral's sales and advertising initiatives.

### ► Marketing Objectives:

The marketing objectives for this project were simple: to first render a non-existent space; and second, to assist Doral with the ability to pre-sell the non-existing space through marketing and advertising collateral.

### ► Target Audiences:

The Doral project had a number of audiences to target, the first being the hotel itself and its employees. The second consisted of professional event and meeting planners looking for event space. In working with the hotel to use the project as a marketing tool a third audience evolved: those looking for a venue to host an event or a meeting who were not professional meeting planners.

## ► Research, Planning and Implementation:

Technically we are a software company, however, we do have a specialized marketing and creative team that we draw from in-house: Jody LaRue, Director of Creative Services/and overall 3D research and development guru, as well as a team of very qualified graphic designers from our newly formed affiliate, Visionary FX.

The project was completed in six weeks and the list of deliverables speaks for itself.

1. Corporate Branding Animated Logo
  - a. Used as a screen saver when the DVD is in standby mode.
2. High Resolution Posters and Signage
  - a. Used for presentation purposes
  - b. Used for on site construction signage and design process.
3. Promotional Interactive DVD incorporating the following:
  - a. High Resolution Photo Realistic 3D Animation of the new "Legends Ballroom"
  - b. Three-minute corporate branding video with computer generated special effects and a custom sound track.
    - i. This interactive DVD was used on site, at trade shows, sent to potential clients and to other pre sales avenues.
    - ii. This DVD can play in any standard NTSC DVD player at home or on any DVD drive.
4. Interactive Flash Presentation integrated into Venue's website:
  - a. The MeetingMatrix Rich Media team re-mastered the DVD Presentation into a lighter streaming presentation that could be embedded into the hotel's existing website and also played back on the sales team's laptops. The user interface of both the DVD and Flash presentations were designed adhering to the hotel chain's strict corporate look and feel, branding and identity. This made for seamless integration into the hotel's existing website and marketing collateral.
  - b. The volume of viewers of the Flash presentation is limitless via the web. Any person with internet access and a current web browser can view the online interactive presentation. It is broadcast quality video and marketing delivered via a web browser.
5. Print Collateral:
  - a. All high resolution imagery from Space Rendering and Rich Media was also easily incorporated into the hotel's existing print collateral to be used in numerous campaigns and advertisements as well as sales proposals and marketing collateral.

## ► Message:

The overall message was to originally promote the Space Rendering and 3D-VR enhancements to the MeetingMatrix software using this project. We not only accomplished that, but we also created an overall message for Doral by enabling them to show and sell their event space before it was built. They can now target a marketing segment they could not reach before. MeetingMatrix International is the industry standard in room diagramming and drawing software technologies, Doral Golf Resort and Spa is now an industry leader by using the most technologically advanced software for event planning, room diagramming and sales in the industry.

## ► Results:

The results were fantastic, not only for our MeetingMatrix Creative Team, but also for the Doral Golf Resort and Spa. We set out to originally accomplish one goal: deliver a pre-built Space Rendered ballroom. The end result was the creation and execution of a complete marketing campaign with many facets and uses. MeetingMatrix International and Doral Golf Resort and Spa benefited greatly from this project, as it has resulted in increased sales for both.