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For more information contact:

Chet Hogenson
Manager – Corporate Marketing
ITAGroup
Phone: 515-326-3325
Fax: 515-221-8346
E-mail: chogenson@itagroup.com
www.itagroup.com

ITAGroup Introduces PerformanceSource™ a Strategic Meetings Management Process Advancement

Des Moines (May 20, 2009) – **ITAGroup**, a full service people performance improvement company based in Des Moines, IA, recently introduced PerformanceSource™, a proprietary technological advancement in the company's Strategic Meetings Management Program.

The Strategic Meetings Management Program (SMMP), which could deliver as much as a 20 - 35% decrease in event budget (if executed properly and nothing is currently in place), provides assurance of quality in events throughout an organization. PerformanceSource, is a self-service software designed to make the SMMP more efficient for large organizations by capturing critical data on enterprise wide meetings and events to ensure mitigation of risk and best practices processes. The platform consists of a robust data warehouse which stores every event detail, a global calendar and numerous reporting capabilities. Additionally, a series of templates and tools designed to assist with the meeting registration process, event budgeting and supplier and sourcing management are integrated into an easy to use and flexible software solution.

"**ITAGroup** always closely manages our clients' budgets through an open, transparent, quantitative relationship. We have now formalized our best practices that focus on SMMP," describes Mary Bussone, Senior Vice President at **ITAGroup**. "PerformanceSource is customizable to your needs, can help increase your purchasing power, provides year-over-year data analysis to help increase efficiencies of future events and is easy to use."



About ITAGroup

ITAGroup is a full-service performance improvement company focused on improving business results through people. Partnering from assessment through post-operation analysis, **ITAGroup** engages and motivates your people through sales incentives, employee recognition programs, business-to-business loyalty solutions, product launches, marketing services, group travel events and business meetings. The company is employee owned and headquartered in Des Moines, Iowa, with sales offices in Atlanta, Chicago, Dallas, Des Moines, Detroit, Indianapolis, Los Angeles, Minneapolis, New Jersey, New York and Florida. In 2006, **ITAGroup** earned the distinction of being named one of The Principal 10 Best Companies for Financial Strength, by Principal Financial Group.

To learn more about **ITAGroup**, the Strategic Meetings Management Process or PerformanceSource, visit www.itagroup.com.