

Make Planning Your Product Launch Easy

Let Lanyon Meetings help you successfully launch your products.



Easily invite media and VIPs to your product launch



Find the right venue



Save up to 25% on your event costs

Your product launches are essential to creating awareness and publicity for your products and corporate brand. A successful product launch will target the media and industry VIPs and create a lot of buzz. One measurement of success is the level of sales immediately following your product launch.

Use Lanyon Meetings, part of the Lanyon Smart Events Cloud®, to easily plan and manage every aspect of your product launch and save up to 25% of your meeting costs.¹ Get the full scope of all your company's meetings spend—then negotiate lower prices on room rates and

other meeting services. Streamline management tasks with automated features to simplify venue sourcing, online registration, attendee management, and expense reconciliation.

Easily Plan Your Product Launch

Quickly and easily plan your next product launch, find the best venue and manage media and industry attendees.

Manage Your Attendees

Be a master at building and marketing your product launch. Design custom brand-compliant email invitations to influential media and industry VIPs. Easily create a product launch website and registration page.

“Ask yourself what you can do to excite your audience, enable social sharing or attract media attention.”

— Ready, Set, Sell: 5 Steps to a Successful Product Launch, Business News Daily, March 2014

Better Manage Meeting Spend

Plan and manage your product launches smarter – and save. Easily source and compare bids from the best hotels. Analyze online aggregated spending reports and then negotiate volume discounts. Ensure the use of preferred suppliers and your company's standard contract terms.

The Power's in Reporting and Analytics

A wealth of data from online, real-time reports help you analyze all facets of your product launch, as well as enforce compliance to your policies and government regulation. You can also easily track the return on investment (ROI) of your meetings. It's easy to export the data to share with senior management, too.

1. Meetings and Events: Where Savings Meet Success, CWT Travel Management Institute, 2010