

Making room for success

Conference rooms and professional services available on demand

Recognized as "one of the top focus group facilities in the world" in the 11th annual Impulse Research Inc. survey of focus facilities, Bernett Research now makes its world class facilities and support staff available to local businesses for their own specialized meeting needs.

"The Bernett Conference Center is perfect for sales meetings, training sessions, and management off-sites," says Bernett General Manager Al Moss "We are here any time you need a business environment outside your own office. Our clients tell us that having that kind of flexibility is a competitive advantage in today's mobile marketplace."

The Bernett Conference Center occupies 10,000 square feet—the entire fifth floor—of a Commonwealth Avenue office center conveniently located within easy reach of both the

Massachusetts Turnpike and Logan International Airport. Conference rooms are available to fit any group, in any configuration, including auditorium seating, living room, classroom, or boardroom arrangements. The auditorium conference suite can accommodate as many as 50 participants.

From the moment participants arrive in our reception area, we make sure every resource you need—from flip charts to Ethernet ports—is readily available.

Designed from the ground up to provide everything

necessary to host a successful meeting, the state-of-the-art facility provides high-speed Internet access, video and audio taping, and video conferencing. Fully-equipped, private offices are also available so conference room customers can be in regular contact with their home offices during their time as guests of the Bernett Conference Center.

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> Service Showcase

Conferences by Bernett

- A wide variety of room configurations are available including auditorium, living room, classroom and boardroom arrangements.
- High speed Internet access, video and audio taping, and in-room networks
- Catering and a full kitchen are available
- Personal and professional services

Bernett has 20 years of experience hosting focus groups and understands that there is much more to a successful meeting than a comfortable room. The atmosphere at the Bernett Conference center, as a result, is corporate and relaxed. The hallways are a gallery of photographs by renowned Boston photographer David

Marlin.

Together, the artwork and

subdued lighting contribute to an ambience that is both creative and focused. This is a place where you will be able to get things done.

We also know from experience that hungry people start thinking with their stomachs instead of their heads, so we make sure that appropriate and well-prepared meals and refreshments are always available.

Bernett provides a selection of catering services from top local caterers. There is even a full kitchen and a separate room for snack breaks and the all important impromptu conversations that infuse every meeting with renewed energy.

The Bernett Conference Center competes favorably with local

hotels both in terms of cost—Bernett costs less—and services—Bernett provides more. Borrowing from the best of the bed and breakfast hospitality tradition, the Bernett Conference Center provides a level of personal service that is simply not possible in large franchise hotels.

See the tour

www.bernett.com/conferences

Another unique feature of the Bernett

Conference Center is a secure, password-protected private-label intranet available to clients where they can post important documents—so everyone arrives prepared—as well as directions, menus, minutes and designated action items; whatever information you need to make your meeting a complete success.

This URL:

<http://www.Bernett.com/conference> will take you on a short guided website tour of Bernett's conference room accommodations. See them for yourself.

For more information, please contact Al Moss directly at 617-746-2624 or by email at amos@bernett.com.

Founded in 1972, Bernett Research is a profitable, privately-held market research and data collection firm based in Boston. Bernett Research collected strategic information for many high-profile clients long before there was an Internet. Its four strategically located call centers and professional interviewers now add a depth of capability to its email and Web-survey tools that is unique among market research firms active today. Its focus facility has been recognized by the annual Impulse Research survey as "one of the best in the world."

Some marquee clients include:

- Abt Associates
- Chadwick, Martin, Bailey
- CMP Media
- Directions Research
- Goodby, Silverstein & Partners
- MarketFacts
- Market Strategies
- MIT Sloan School of Management
- Wirthlin Worldwide
- ... and many more