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## **QuickMobile and PCMA Pushing Mobile Technology with Leading-Edge App for Convening Leaders 2015**

*PCMA focused on delivering advanced mobile technology across all events to set example for the industry and improve member engagement*

**VANCOUVER, B.C. and CHICAGO – January 8, 2015–** [QuickMobile](#), the global leader in mobile enterprise meeting and event apps, and the Professional Convention Management Association (PCMA) are taking event engagement and analytics to another level with a mobile event app for Convening Leaders 2015 loaded with innovative tools and services, including location-based technology, advanced networking capabilities and interactive maps. The enterprise-grade app incorporates several advanced features to engage attendees onsite as well as educate them on the real use cases and best practices for these technologies. PCMA and QuickMobile renewed their partnership in 2015, and PCMA upgraded to QuickMobile's [MobileEvent Multi-Event app platform](#), which allows the organization to manage, store and distribute apps for all its events within a single platform. The Convening Leaders 2015 app is sponsored by Global Experience Specialists (GES), a PCMA Premier Partner.

### **Setting an Example for the Meetings Industry**

Prior to engaging QuickMobile for its 2015 apps, PCMA developed a mobile app strategy that defined the organization's mobile app vision, mission and goals. PCMA is focused on delivering an app "that leads how connections are built and knowledge is shared." Deploying QuickMobile's Multi-Event app platform with advanced features reinforces PCMA's core objectives and industry leadership position while providing its members with an example of how mobile technology can be used at their events.

"When it comes to mobile apps, we want to push the technology envelope, be visionary, take risks and have fun," said Kelly Peacy, Senior Vice President, Education and Meetings with PCMA. "In order to do this, we developed a holistic plan for strategically integrating mobile into all our events. We recognize more and more that mobile is driving change in our industry, and our members are looking to us for an example of how they can use new technology to improve their event experiences. It's also why we continue to turn to QuickMobile as our mobile technology partner. Together, we are doing things that haven't been done before, and we certainly value their knowledge, experience and flexibility to turn our ideas into reality."

## Advanced Features to Reinforce PCMA Mission

In addition to a rich set of common event app features, the Convening Leaders 2015 app also includes a number of innovative tools that support PCMA's mission and help the organization achieve its mobile app goals, including the following:

- **Location-based services** – Geofences and Bluetooth iBeacons will be deployed to keep attendees up-to-date with the latest alerts and collect data to better understand how attendees experience Convening Leaders.
- **Attendee filtering** - Filter attendees within the app based on three criteria: Registration Type, Primary Chapter and Organization Type.
- **Session Mapping** - Drop a pin on an interactive map to the specific room for every education session to ensure that attendees always know where to go and never get lost.
- **Multiple interactive maps** - Custom interactive maps rendered for every floor of the McCormick Place West building so way-finding is easy and intuitive.
- **QuickMeeting** - Attendees can quickly and easily schedule meetings with peers so that they can maximize their time at Convening Leaders.

QuickMobile incorporated the Gimbal Context Awareness and Proximity Platform to power the multi-faceted location-based services that will facilitate data capture and content sharing throughout the event. Beacons will be placed strategically across the meeting venue to collect information that will help determine the attendee flow through McCormick Place and determine where attendees are during sessions and non-session times. Geofences placed around the venue will deliver daily welcome and departure messages to Convening Leader's attendees, in addition to timely alerts and key messages throughout the event.

"When we set out to develop the Convening Leaders 2015 app, we based our efforts on PCMA's mobile app strategy and key technology goals, which included growing engagement, elevating the PCMA brand, and collecting data," said Robin Jones, CMO Of QuickMobile. "This is a cutting-edge app that demonstrates the maturation of PCMA's mobile strategy and reinforces its commitment to continually break new ground and drive our industry forward."

## About QuickMobile

QuickMobile is transforming meetings and events with mobile apps that engage and delight audiences. QuickMobile's [mobile engagement platform](#) creates an always-on communication channel that allows event owners to increase attendee participation, build loyalty and generate revenue through richer experiences. By fully leveraging the capabilities of QuickMobile's mobile and social solutions, customers can extend events into yearlong conversations and build lasting relationships

with their audiences. QuickMobile's head office is located in Vancouver, Canada. For more information, visit [www.quickmobile.com](http://www.quickmobile.com). Follow QuickMobile on Twitter [@quickmobile](https://twitter.com/quickmobile).

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