

## QuickMobile's New eBook Teaches Meeting Planners How to Win Company-wide Support for Mobile Event App Strategies

*eBook provides over 30 tips and tools to help meeting planners frame mobile app  
business case for key decision makers*

**VANCOUVER, B.C. – May 8, 2015** – [QuickMobile](#), the global leader in [mobile enterprise meeting and event apps](#), today released a new eBook outlining the must-have conversations about mobile event apps that will help meeting planners win the support of the four most common key decision makers in their organizations. The eBook, *Four Must-Have Conversations About Mobile Event Apps*, draws from hundreds of conversations that QuickMobile has had with event planners over the past several years, and provides over 30 tools and tips for event professionals who are new to mobile that need to justify the expense, as well as meeting planners with mobile experience who want to expand mobile meeting apps across the entire organization. The eBook is free and can be downloaded online starting May 8, 2015 at [QuickMobile.com](#).

Since launching the first mobile event app in 2007, QuickMobile has produced thousands of mobile event apps for enterprise companies, including over 50 of the Fortune 100. Across many of these organizations, there are four categories of key decision makers who may ultimately influence meeting planners, and the direction and scope of mobile event apps for the business. These decision makers represent IT, marketing, sales and training, as well as the CEO. In addition to outlining the benefits for each of these groups, QuickMobile provides several ways for event planners to prepare for the inevitable conversations that will take place with leadership teams. Some tips include key benefits to each decision maker's department, such as:

- **IT:** The opportunity to blend data from other IT systems such as registration, CRM and LMS with an enterprise-wide event app platform not only increases their value, it also provides the organization with a broader, more holistic view of its activities.
- **Marketing:** For events tied directly to lead and revenue generation, talk up the engagement power of mobile apps, their ability to connect buyers and sellers, and the boost in reputation you'll get from providing a leading-edge mobile tool.
- **Sales and Training:** Point out how the app's analytics can help identify the leaders and laggards on their team, helping them to determine where to focus their post-event action items

- **The CEO:** Emphasize the positive impact your mobile investment will have not just to the meetings and events team, but across the organization. Use all the arguments outlined for the other executives and decision makers to win him over.

“In talking to hundreds of event planners over the years, we’ve heard it all,” said Robin Jones, Chief Marketing Officer for QuickMobile. “We know what kind of conversations they will need to have with their department and executive leadership teams in order to win support for their mobile event app. We created this eBook to share what we have learned about each of the key decision makers: what they want to know, and how to frame your business case to their specific needs and interests. This eBook is filled with action items that they can use immediately to take the jump into mobile and or further advance their mobile strategy.”

The eBook is available starting May 8, 2015. To download it, visit [QuickMobile.com](http://QuickMobile.com).

### **About QuickMobile**

QuickMobile deepens the value of meetings and events with mobile apps that engage and delight audiences. QuickMobile's enterprise [mobile app and analytics 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](#).

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