

QuickMobile Releases Second Annual Mobile Tech Predictions for Meetings and Events

2015 will witness the next phase of mobile event app adoption, driven by evolving enterprise requirements and more refined expectations for stakeholders

VANCOUVER, B.C. – November 17, 2014 – In 2015, the single mobile event app will cede passage to the multi-event app platform as large organizations consolidate travel and meeting departments, work to control spend and more strategically manage and use assets and resources. This is one of seven predictions released today by QuickMobile as part of its second annual predictions white paper, which details the impending impact of mobile technology on meetings and events in 2015.

“7 Predictions for the Mobile Event App Industry in 2015” includes predictions for two segments of the industry: event planners and marketers from associations, trade shows and conferences; and the enterprise world, where mobile is emerging as a vital platform for day-to-day business operations. In addition, the paper includes more than 25 predictions from eight industry influencers who provide their perspectives on what’s in store for meeting and event technology. The white paper is available to download for free at QuickMobile.com.

Enterprise Meetings Will Push The Envelope

QuickMobile pioneered the mobile technology that completely changed engagement for the meetings and events industry, and today, 48 of the Fortune 100 are using the company’s app platform. This segment of the market is the first to deploy Strategic Meeting Management Programs (SMMP), which centralize procurement policies, and track and rationalize spend practices for meetings and events. At the same time, these large organizations are at the forefront of mobile-first operational strategies. The result will be an increasingly receptive market for mobile apps for meetings and events.

“Due to these shifts in operations and financial management – among other forces – we are on the verge of a perfect growth scenario for mobile event apps,” said Robin Jones, Chief Marketing Officer of QuickMobile. “As one example, the multi-event app platform gives organizations the economies of scale and cost effectiveness they’re seeking to deploy mobile apps for all their meeting types and locations.”

Going Small

QuickMobile also predicts that as a result of the movement towards a single, enterprise-grade mobile app platform, mobile apps will become increasingly more common at smaller meetings, including those with less than 100 people. The platform makes it easier for organizations to extend the use of existing mobile technology and embrace the new 24/7 mobile work lifestyle.

“Mobile event apps are nowhere near mainstream, and there are literally millions of events taking place without a mobile app, in many cases because the technology is not easily accessible,” stated Jones. “As more event planners, organizers and attendees grow accustomed to using apps at high-profile meetings, they will demand the technology for all size events. With a multi-event app platform, it will actually be easier to plan, manage and execute a meeting with an app than without one.”

Industry Influencers Weigh In

In addition to its own seven predictions, QuickMobile invited industry influencers to provide their thoughts on how technology will impact meetings and events in 2015. The paper includes more than 25 predictions from experts such as Ruud Janssen, Co-founder of The Event Model Generation; David Lutz, Managing Director of Velvet Chainsaw Consulting; Jason Paganessi, VP of Business Innovation with PCMA; Maarten Vanneste, President of the Meeting Design Institute; Carina Bauer, CEO of IMEX Group; Michelle Bruno of Bruno Group Signature Events; Corbin Ball, President of Corbin Ball Associates; and Joe English, an Event Futurist.

To download QuickMobile’s free seven predictions paper, visit QuickMobile.com.

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. Follow QuickMobile on Twitter [@quickmobile](#).

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