QuickMobile Introduces First Mobile App Certificate Program for Meeting Industry Professionals

Meeting professionals can earn up to 10 continuing education credits towards CMP accreditation and recertification requirements

VANCOUVER, B.C. – January 9, 2015 – QuickMobile, the global leader in mobile enterprise meeting and event apps, today announced the meeting industry's first Mobile App Certificate program to award up to 10 continuing education units (CEs) towards Certified Meeting Professional (CMP and CMP-HS) accreditation and recertification requirements. The program is the first to focus solely on mobile technology and how it can be used to build and measure success points at a conference or event. The learning will be completed in a mobile app environment, allowing meeting professionals to learn on their own schedules. Meeting professionals can earn the certificate beginning in February 2015. Information on the program is available at http://goo.gl/ZuPdlq.

Creating Mobile App Experts

The course is for busy meeting professionals who are adding mobile to their portfolios and want to understand the terminology, user experience and best design, delivery and deployment practices. For enterprise teams, it provides members with the information they need to gain greater mobile app competence. The course also makes it possible to have multiple mobile event app experts who can easily manage apps across the organization.

"Mobile apps stormed the industry and are now fixtures at large meetings and events around the world," said Tahira Endean, CMP, Manager, Events for QuickMobile. "Mobile technology is one more thing that meeting and event professionals need to manage, along with understanding how it fits, what it can do and what it needs to be integrated with. All of this will be explained in our course. For any meeting or event planner that simply doesn't know where to start when it comes to learning this new technology and understanding why it matters, this certificate program is for you."

The Convention Industry Council has reviewed the learning objectives of the program and attendees may receive up to 10 CEU hours in the following Domain of the CMP or CMP-HC Standards:

- Domain F: Stakeholder Management, 2 hours
- Domain B: Project Management, 1 hour
- Domain I: Marketing, 2 hours

- Domain D: Financial Management, 1 hour
- Domain G: Meeting and Event Design, 2 hours

Designed by Meeting Planners for Meeting Planners

The program will be delivered in an independent, mobile app-based format, and participants will complete a series of short e-learning sessions and associated quiz-style assessments. The format provides an easy, digestible way to gain knowledge and thought leadership around mobile technology and the new ways that meeting attendees expect to engage, share and receive information. The content is co-created by Mariela McIlwraith, CMP, CMM, MBA, President of Meeting Change. McIlwraith was recently named by Meetings Focus as a Meetings Trendsetter in 2014 and recently completed work as the Executive Editor for the Convention Industry Council Manual, 9th Edition.

"This course pairs a meeting professional's knowledge of their events and community with the tools to leverage mobile's potential for engaging participants, getting real-time feedback and delivering measurable results for event owners, sponsors and other stakeholders," said McIlwraith. "I'm really excited about collaborating with QuickMobile on this certificate, particularly given the innovative delivery method that will make it easier for meeting professionals to incorporate continuing education into their busy event and travel schedules."

Endean added, "This is a course designed by meeting planners for meeting planners. Given the prevalence and relevance of mobile technology in our industry, it is time for a certificate like this. In addition to the 10 CEUs, professionals will walk away with a comprehensive understanding of why and how great mobile app design supports the varied needs of different types of meetings, events, incentive programs and exhibitions."

For more information about the program, visit http://goo.gl/ZuPdlq.

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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