QuickMobile Wants Every Meeting Professional
to be a Mobile Event App Expert

QuickMobile app supports meeting industry's first Mobile App Certificate Program
with robust mobile-learning environment and content

VANCOUVER, B.C. – April 16, 2015 – In support of North American Meetings Industry Day, QuickMobile, the global leader in mobile enterprise meeting and event apps, today released the official mobile app for the meeting and event industry's first Mobile App Certificate Program. The program, announced in January 2015, is for anyone who wants to build a foundation on mobile event technology and understand how it can be used to build and measure success at conferences and events. Professionals who take advantage of the self-directed mobile learning (m-learning) program can earn up to 10 continuing education units (CEs) towards Certified Meeting Professional (CMP and CMP-HC) accreditation and recertification requirements. The app was developed in partnership with Meeting Change, etouches and Sonic Foundry, and is available for download from the iTunes and Google Play Stores.

Creating Meeting App Experts

"Mobile event apps continue to grow in popularity and are proving to have a dramatic impact on the success of meetings and events around the world," said Craig Brennan, CEO of QuickMobile. "We initiated this certificate program to turn meeting professionals into mobile event app champions who can lead their organizations and clients in planning, building, managing and deploying apps at all their events. Officially launching this program on the day for recognizing the impact of meetings on North American businesses, communities and economies is perfect timing. We appreciate the efforts of our partners Meeting Change, etouches and Sonic Foundry for making this app a reality."

The certificate program was created for meetings professionals and enterprise teams interested in adding mobile expertise to their portfolios. Through the app, participants can access more than 30 different learning modules that cover topics such as history and future of mobile apps, mobile app terminology, best practices for design, delivery and deployment, and the role of data and analytics, among others. Students earn their certificate through an onsite review session and exam and complete coursework at their own pace and on their own schedules through the mobile app. Program app users can also take notes and message peers through the app, take polls and content surveys, and share insights through integrated Twitter and LinkedIn social channels. QuickMobile's Tahira Endean, CMP, and Meeting Change's Mariela McIlwraith, CMP, CMM, MBA, created the course content.

"I was excited to collaborate on this program because of the opportunity to help planners leverage mobile to tackle some of our greatest challenges, including measuring event impact, engaging participants, and offering new forms of effective sponsorship recognition," said Mariela McIlwraith, President of Meeting Change.

The Power of Video
All of the course modules are delivered by video through an integration with Sonic Foundry's award-winning Mediasite video streaming technology. Mediasite allows QuickMobile to manage and deliver video content on demand while tracking attendee interaction with the courses, including the exact number of minutes they watched, and if they pause and come back to watch more.

Integrated Registration Software for Easy Data Sharing
etouches is partnering with QuickMobile to provide the registration website for the certificate program. etouches registration software integrates with QuickMobile's mobile app and analytics platform, and user information captured through the website is automatically populated in the certificate app. As a result, event planners only have to enter their attendee registration details one time.

"The opportunity to partner with QuickMobile complements our company's focus on education," said Oni Chukwu, CEO of etouches. "We launched a similar training program for our software earlier this year, and this allows us to expand on what we already have. We appreciate working with partners that hold the same values and produce services and products like we do. We see this program as a great opportunity to help the industry grow."

The certificate program costs $229 USD, which is due upon registration. The Convention Industry Council will grant CE credits upon completion of the program. For more information about the program, visit http://goo.gl/ZuPdlq.

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. Follow QuickMobile on Twitter @quickmobile.

About Meeting Change

Meeting Change works organizations to help make their meetings more successful through innovative meeting design and sustainability practices. Mariela McIlwraith, President of Meeting Change, has over 15 years of experience as both a planner and supplier in the meetings industry and is the Executive Editor of the Convention Industry Council Manual, 9th Edition, published in 2014. Mariela was named on the Meetings Trendsetters list in June, 2014 by Meetings Focus. For more information visit www.meetingchange.com. Follow Meeting Change on Twitter @meetingchange.

About etouches

etouches is a leader in cloud event management software. Founded in 2008, the event management technology company has more than 900 customers in 35 countries. Covering every major function in the event planning lifecycle, the multi-lingual and multi-currency software has 15 modules for registration, budgeting, surveying, mobile app and more. Headquartered in the United States, the company has three wholly-owned subsidiaries in the United Kingdom, Australia and the United Arab Emirates. Learn more at http://www.etouches.com.

About Sonic Foundry®, Inc.

Sonic Foundry (NASDAQ: SOFO) is the trusted global leader for video capture, management and webcasting solutions in education, business and government. The patented Mediasite Enterprise Video Platform transforms communications, training, education and events for more than 3,000 customers in over 60 countries. Sonic Foundry is the leader in Aragon Research's Globe for Video Content Management, Frost & Sullivan's lecture capture leader for seven consecutive years, a leader in Forrester's Enterprise Video Platforms and Webcasting Wave and a challenger in Gartner's Magic Quadrant for enterprise video content management.

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