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QuickMobile Powers Mobile Meeting Apps for The Economist Events Americas

*Prominent global media brand teams up with industry leader QuickMobile
to enhance event experience using mobile technology*

VANCOUVER, B.C. – March 23, 2015 – [QuickMobile](#), the global leader in mobile enterprise meeting and event apps, today announced that it has been selected as the official app provider for two premier events hosted by The Economist Events, which bring The Economist publication to life with nearly 100 conferences around the globe. The first app was developed for The Big Rethink US event on March 5, 2015 in New York City, and a second app was created for the [Innovation Forum 2015](#) on March 26, 2015 in Chicago. The Economist Events Americas team is using QuickMobile's multi-event app and analytics platform to build and manage apps for these events.

The apps match existing event branding and websites, and include a number of features to keep attendees informed, on schedule and engaged with conference activities. The apps' Activity Feeds will highlight all the latest information, social media activity, announcements and upcoming sessions and events. Attendees can access information about speakers and sponsors, as well as exchange messages with other attendees through the app. Users can also take notes, access speaker Q&A sessions, and complete polls and surveys.

"The Economist Events is a world-renowned media brand, and it turned to QuickMobile to help integrate mobile meeting apps and analytics at its events, beginning with The Big Rethink US event and Innovation Forum," said Craig Brennan, CEO of QuickMobile. "These events attract business leaders and influencers from around the world, and this is a great opportunity to showcase how our Enterprise Mobile App and Analytics Platform enhances the event experience. With The Big Rethink US event, the app brought a new level of engagement to attendees and provided valuable feedback and analytics for The Economist Events. We're looking forward to seeing this kind of success and more at the upcoming Innovation Forum."

Brennan added, "While we are starting with these two events, we have a long-term vision to continue to support The Economist Events division as it becomes more familiar with mobile apps and our platform's capabilities."

“Our attendees are consistently looking to continue the conversation we start on stage at each of our events,” says Amy Jaick, senior marketing manager for The Economist Events Americas. “Working with QuickMobile has allowed us to create an app that not only extends the attendees’ experience with our brand, but also allows them to continue to engage with each other. QuickMobile’s leadership in the mobile event app industry, experience with the world’s largest companies and organizations, and attention to the unique requirements of our event participants have helped to create the high-quality app for our events.”

QuickMobile’s multi-event app and analytics platform allows organizations to create and deploy unique mobile apps for as many events, meetings and conferences as they need. Through QuickMobile’s web-based content management system, organizations can build individual, branded apps for any size meeting and manage their entire portfolio of event apps. The platform integrates with registration systems and can share data with other business systems, including customer relationship management (CRM), enterprise social networking, and marketing automation. QuickMobile also provides enterprise-grade backend and app-level security.

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](#).

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