JULY 22 – 25, BOSTON, MA

Record Breaking Numbers at GBTA

▶ Get the Inside Scoop

The Global Business Travel Association (GBTA) is the world's premier business travel and meetings organization with 5,000-plus members managing over $340 billion of global business travel and meetings expenditures annually. Known industry-wide as 'The Business Travel Event of the Year', the GBTA annual convention is the number one place for the business travel industry to connect face-to-face.

They came in droves.
They connected.

GBTA's 2012 Convention, July 22-25 in Boston, MA, reached its highest level of attendance and participation ever, attracting travel managers and industry suppliers from around the world to network and discover solutions to business travel challenges.

Setting ambitious goals

Host to a diverse attendee base and a comprehensive curriculum for learning – from contract negotiation and financial modeling to safety and policy trends - GBTA looked to QuickMobile to create the ultimate tailored learning and networking experience for the annual convention.

The GBTA and QuickMobile Partnership

In 2010, GBTA and QuickMobile found inspiration at the PhoCusWright Annual Conference, where QuickMobile provided the mobile app for top executives from the largest travel, tourism and hospitality corporations, along with visionary thinkers and innovators with the "Next Big Idea" to gather and exchange ideas.

Together the two formed a partnership with a clear mission: to take the annual business travel conference to the next level and promote learning, networking and participation like never before.

Amazing Results

The resulting mobile app transformed the event into an amazing interactive experience, giving all conference participants access to social networking, appointment setting and messaging – plus a wide range of program information and insights to make the event a huge success.

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Watch the Video:

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Interested in Learning More?

We'd be glad to give you a demonstration

Request a more info

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