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## QuickMobile Wins Two Event Technology Awards at Event Tech Live

**VANCOUVER, B.C.** – November 16, 2015 — QuickMobile, the global leader in enterprise mobile meeting and event apps, picked up two awards at the 2015 Event Technology Awards, an annual event hosted in London by Event Industry News. The awards – for Best Event App and Best Use of Gamification – were earned based on QuickMobile’s leading-edge mobile deployment for Danone UK’s Connect Live internal kickoff event.

“Event apps have come a long way since QuickMobile first introduced the concept back in 2007, with more and more vendors joining the ranks every year,” remarks QuickMobile CEO David Smith. “It’s a great honor to earn this recognition at the Event Technology Awards, which could not have happened without the drive and creativity of our client, Danone UK. It’s really their vision and effort that is being recognized today, and I want to share this award with them and all the talented people at QuickMobile.”

Luke O’Connell, heading up the project for the digital team at Danone UK, adds: “When we set out to invigorate our Connect Live event, we deliberately set the bar high. Mobile had a major role in our strategy, but we didn’t imagine our approach would win us awards. We’re thrilled that it did, and we’re grateful for the tireless effort and support we received from QuickMobile. They’re the perfect partner for us, and we couldn’t be happier to see their app win the awards it deserves.”

The Connect Live app achieved a 96% activation rate, was opened an average of 33 times by each attendee, who spent an average of 43 minutes in the app. Survey response rates topped 60% compared to less than 30% for non-app surveys. “The app has taken engagement to a new level,” said O’Connell.

### 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](http://www.quickmobile.com). Follow QuickMobile on Twitter [@quickmobile](https://twitter.com/quickmobile).

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