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QuickMobile and CTA Launch Mobile Event App for Colombian Public Services and Communications Association

Association's second year using mobile app to support National and International Congress of Public Services, Communications and ICT and TV and extend member engagement year-round

VANCOUVER, B.C. and BOGOTA, COLOMBIA – March 26, 2015 – [QuickMobile](#), the global leader in [mobile enterprise meeting and event apps](#), and Latin America partner CTA, today released the mobile event app for the National Association of Public Services and Communication Companies of Colombia (ANDESCO). The app is being released in preparation for the 17th National and International Congress of Public Services, Communications and ICT and TV scheduled for June 24-26, 2015 in Colombia. The event attracts more than 3,000 attendees, including executives from utility and ICT companies, as well as industry experts from around the world. This marks the second year ANDESCO is using an event app from QuickMobile and CTA. The association is using the mobile app to demonstrate competitiveness and showcase the latest mobile innovations available to members and delegates. In addition to supporting the goals of the event, the app also promotes the association's overall goals of sustainability, competitiveness, knowledge management and internationalization of affiliates. The app is available now for download from [iTunes](#) and [Google Play](#) stores.

ANDESCO intends to use the app for ongoing communications and engagement with delegates year-round while allowing delegates to share, collaborate and network. The app features a full event agenda, an interactive map, and speaker, sponsor and exhibitor details. Attendees can network with each other through in-app messaging, share content and insights through integrated social media channels, and capture and store important materials from presentations and exhibitors. The app also includes sponsorship opportunities, which provides revenue-generating strategies for the association and adds mobile marketing opportunities for participating companies. ANDESCO will be able to collect valuable information from attendees through survey and polling features, and QuickMobile's advanced analytics.

"ANDESCO is always encouraging its delegates to take advantage of technology and innovation, and is walking the talk by embracing mobile event apps for the Congress and its association," said Cameron Glass, director CTA – Integrated Technology Centre. "We are excited to work with QuickMobile and ANDESCO on this project and hope it will inspire other organizations in Colombia

and throughout Latin America to take advantage of QuickMobile's intuitive enterprise mobile event app platform for their events."

"We value our partnership with CTA and the opportunity it provides QuickMobile to showcase the power of our technology and the benefits of event apps around the world," said Scott Lockey, managing director of strategic partnerships with QuickMobile. "Working with CTA allows us to spread our reach more quickly while helping organizations and associations such as ANDESCO to innovate faster. Mobile event apps have proven their ability to expand the impact of events before, during and after the meeting days. We look forward to continuing to build our partnership with CTA and building our brand throughout Latin America."

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 CTA

CTA provides full service mobile event solutions to organizations throughout Latin America. As a QuickMobile partner, CTA uses QuickMobile's powerful mobile app and analytics platform to help event owners transform passive attendees into active participants, improve event communication, and create more innovative event experiences. CTA is located in Bogota, Colombia. For more information, visit www.eventomovil.co and follow CTA on Twitter [@ctatrade](#).

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