

QuickMobile Pioneers Strategic Shift Towards Meaningful Attendee Engagement

QuickMobile Platform features personalized experiences, social engagement, deeper integration, and increased productivity.

VANCOUVER, B.C. – February 17, 2016 — QuickMobile, the global leader in enterprise mobile meeting and event apps, today announces a strategic shift towards meaningful attendee engagement, empowering companies to personalize attendee journeys and interactions, empower attendees to collaborate and take action at the right time, and unlock insight from an engaged community.

QuickMobile is pioneering new ways for event organizers to better understand attendee motivations, preferences, and needs and continually adapt to attendee behavior and intelligence. This strategic shift includes a focus on easy-to-administer tools and enhanced personalization capabilities to allow attendees to engage with others, while providing event planners with vital insight into important business decisions.

“Once again our passion and leadership in event technology is setting a new standard. As the leading innovator in the space, we have architected our platform and new capabilities with a bold vision in mind,” said David Smith, CEO at QuickMobile. “We are redefining event apps with new, innovative capabilities to unlock insight from an engaged community. This strategic shift is a clear differentiator in today’s marketplace and aligns with customers’ needs for improved collaboration, making the QuickMobile Platform indispensable to the world's most sophisticated and successful enterprises.”

Today’s announcement means QuickMobile will focus on four strategic aspects of the QuickMobile Platform to empower companies to deliver rich, personalized experiences that facilitate engagement and create community:

Personalized Experiences – Driving attendee participation while staying in full control from start to finish is a requirement for event planners. The QuickMobile Platform delivers relevant content and meaningful connections to the right audience or attendee, at the right time. It aligns an attendee’s profile and event goals with up-to-date and relevant information, materials, notifications,

networking, and messaging with other attendees and more—while keeping event planners in full control.

Social Engagement – Leveraging social marketing, video experiences, rich mobile applications, and other interactive tools are important ways for companies to set their brands apart. Beyond sharing photos, likes and comments, and quick polls, the QuickMobile Platform gives event planners powerful in-the-moment social networking experiences at events, creating communities among groups of attendees that want to share, collaborate, and connect with each other.

Deeper Integration – Integrating directly with enterprise business applications, analytics applications, and existing customer databases that drive the business is essential to delivering relevant attendee experiences. By providing deeper integration with these systems, the QuickMobile Platform supports thousands of highly-personalized interactions across multiple events entirely through a single platform.

Increased Productivity – From the organizer’s perspective, mobile event apps must deliver increased productivity, data analytics, and ROI benefits that reach beyond paper replacement and logistics management. The QuickMobile Platform delivers powerful new features, leading to new ways of getting information, working together, and making events more productive, valuable experiences for attendees and planners.

“To date, no vendor has delivered an attendee engagement platform that can truly orchestrate and manage attendee experiences,” said Julie Bevacqua, CMO at QuickMobile. “These capabilities set a new standard for attendee engagement and firmly establish QuickMobile as the industry leader.”

The QuickMobile Platform makes it easy to create and manage apps for mission-critical meetings and events, from marquee trade shows and user conferences to shareholder meetings, sales kickoffs, and beyond. The company develops mobile event apps for enterprise clients, associations, trade shows and conferences, providing a secure, scalable, and flexible mobile event platform that delivers an immersive experience for attendees and deep analytics that help drive the business forward.

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](https://twitter.com/quickmobile).

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