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QuickMobile Renews Partnership with PCMA

PCMA moves to QuickMobile multi-event platform to push mobile technology to all events

VANCOUVER, B.C. – October 29, 2014 – QuickMobile and the Professional Convention Management Association (PCMA) have renewed their partnership for 2015. In 2014, QuickMobile supported PCMA with mobile event apps for the association’s two marquee events, Convening Leaders and PCMA Education Conference. In 2015, PCMA will upgrade to QuickMobile Multi-Event app platform, which will allow the organization to manage all of their events with a single event app.

“PCMA is known for being an innovative organization, taking risks and pushing event design and technology to their limits,” said Patrick Payne, CEO of QuickMobile. “In 2015, our app will follow-suit, extending engagement using mobile technology for PCMA’s participants in the spirit of the association’s ‘Live event case study.’ We helped PCMA push past barriers last year with our mobile app by offering solutions that inspired crowdsourcing and enhanced networking. This year, the innovations will continue with enhancements to session tracking and attendee filtering.”

At Convening Leaders 2014, more than 4,000 attendees downloaded the event app, resulting in a 102 percent adoption rate. There were more than 2.2 million impressions within the app, and users completed more than 9,250 survey responses. The app provided an opportunity for members to get comfortable with the type of technology PCMA plans to deploy at all events going forward while also allowing PCMA to take steps towards reduced paper events.

PCMA and QuickMobile are in the process of planning the app for Convening Leaders 2015, which will include a number of new innovations in functionality and analytical reporting. QuickMobile’s enhanced analytical platform will provide PCMA with richer insights into how attendees are experiencing their events and how they can optimize their experiences in real-time.

Kelly Peacy, PCMA Senior Vice President, Education and Meetings stated, “The adoption of 2014’s mobile event apps was a clear signal from our participants of the importance of mobile technology. With two apps under our belt and the data to support our efforts, we are now ready to add new features and functionality that will make our 2015 apps even more engaging and analytical, and we picked the right partner to help us.”

About QuickMobile

QuickMobile is transforming meetings and events with mobile apps that engage and delight audiences. QuickMobile's [mobile engagement 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 PCMA

PCMA is the multi-channel professional resource and premier educator for leaders in the meetings, conventions, events and trade show industries. PCMA provides their 6,000+ members with a community of likeminded colleagues, innovative education and creative global solutions to enhance both their professional development and their organization's face-to-face and virtual connections. Headquartered in Chicago, PCMA has 17 chapters throughout the United States, Canada and Mexico with members in more than 35 countries. For additional information, please visit the PCMA Web site at pcma.org.

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