

QuickMobile's Tahira Endean Inducted into M&IT Magazine's Hall of Fame for Mobile App Certificate Program

Endean selected for Hall of Fame by industry peers for The Big Idea award

VANCOUVER, B.C. – August 21, 2015 – At IncentiveWorks 2015 in Toronto, QuickMobile's Manager of Events, Tahira Endean, was inducted into *Meeting + Incentive Travel's* 2015 Hall of Fame. Endean was recognized with The Big Idea award for QuickMobile's vendor-neutral Mobile App Certificate Program, which awards up to 10 hours of continuing education credits towards Certified Meeting Professional accreditation and recertification requirements. The *M&IT* Hall of Fame was launched in 2007 to recognize individuals who have distinguished themselves in the Canadian meetings and incentive travel industry. Inductees are selected from nominations submitted by industry peers for seven Hall of Fame categories, including Rising Star, Volunteer, Builder, Planner, Innovator, The Big Idea and Mentor.

Earlier this month, Endean was named one of the [top 30 Certified Meeting Professionals](#) (CMP) by the Convention Industry Council (CIC) as part of its first peer-nominated influencers campaign in honor of the CMP Program's 30th Anniversary. In July 2015, Endean was also named one of the [top five women in event technology](#) by a panel of industry influencers and peers.

"We want to congratulate Tahira for her dedication to the industry, championing event technology and helping raise the bar for CMPs with the Mobile App Certificate Program," said Craig Brennan, CEO of QuickMobile. "The timely program has been very well received by the industry, and has become a starting point for many professionals who want to know more about mobile event apps and how to best leverage this technology for their needs. The program is helping train meetings professionals to better understand everything from mobile event app terminology and user experience, to best design, delivery and deployment practices. We are thrilled for Tahira who certainly deserves this award for making this big idea a reality."

The Mobile Event App Certificate program is the first to focus solely on mobile technology and how it can be used to build and measure success at a conference or event. The learning is completed in a mobile app environment, allowing meeting professionals to learn on their own schedules. Information on the program is available at <http://goo.gl/ZuPdlq>.

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](#).

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Media Contacts:

Kevin Wilson, 513-898-1008, kevin@crossborderpr.com

Susie Reeves, 650-520-1005, susie@crossborderpr.com