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App Overload? New Portal Sorts Them for Meeting Pros

Aug 12, 2010 9:30 AM, By Sue Hatch

A new site focused on smartphone apps for meeting professionals has just launched at MeetingApps.com. The portal, listing about 500 apps, was created by Kirsten Strand, CMP, CITE, CMM, CEO at Invenia, a Vancouver, British Columbia-based site selection and meeting consultancy, with support from IMEX Group, producer of exhibitions for incentive travel, meetings, and events.

The site organizes apps into 25 categories, from meeting management, hotel search, and cruises to motivation and venues. The meeting management category, for example, includes 25 apps, such as PlanMyEvent, GoToMeetings, Cisco Meeting Center, and EventNavigator, while the organizational tools category includes 20 apps, such as Oracle iReceipts and Concur Mobile. Each app gets a short description, a space for users to write a review, and a link to the Apple iTunes store, where the app can be downloaded.

At this point, only iPhone and iPod Touch apps are included on the site, but Strand says she expects to have BlackBerry and Android apps available by the end of the year. Users are encouraged to submit apps for inclusion on the site.

"By utilizing specific apps, meeting planners will be able to access vital information and tools right at their fingertips," noted Strand in a press release. "Knowledge is power, and with GPS-enabled applications, anything is possible."

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