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 PM



- Home
- Benefits
- Members Only
- Associations
- Press Centre
- Visitors



Home > Publications > Members Update > Mobile Apps rising up the agenda - how can ICCA members learn more about the issue?

- > [Membership Directory](#)
- > [ICCA Member Benefits](#)
- > [Apply For Membership](#)
- > [News & Publications](#)
 - > [New Marketing Offers](#)
 - > [Publications](#)
 - > [Press Releases](#)
 - > [Member Update](#)
 - > [International Meetings News](#)
 - > [ICCA Intelligence](#)
 - > [Statistics](#)
 - > [Archives](#)
- > [Events & Education](#)
- > [ICCA Intelligence](#)
- > [About ICCA](#)

Members Update

[<<](#) [Previous](#) [Next](#) [>>](#)

Mobile Apps rising up the agenda - how can ICCA members learn more about the issue?

This year's Congress will see a number of sessions devoted to the rise of mobile smartphone Apps: for meetings, in destination marketing, as general business resources, with both introductory lectures for those who are new to the concept, and advanced discussions for those who are already adopting Apps within their business and marketing planning. During the Congress ICCA will also be holding working sessions with frontline sales & marketing execs to help shape future mobile Apps using the ICCA database and other tools.

For those members who want to familiarise themselves with the already vast range of existing Apps that are relevant for the meetings industry before they come to the Congress, we recommend checking out [MeetingApps.com](#), a new portal set up by a company called Invenia in association with the IMEX Group. It contains the most comprehensive, regularly-updated listing of Apps for the meetings industry that we've come across, helpfully broken down into categories.

[<<](#) [Previous](#) [Next](#) [>>](#)

<p>Home</p> <ul style="list-style-type: none"> Membership Directory ICCA Member Benefits Apply For Membership News & Publications Events & Education ICCA Intelligence About ICCA 	<p>Benefits</p> <ul style="list-style-type: none"> Membership Directory ICCA Member Benefits Apply For Membership News & Publications Events & Education ICCA Intelligence About ICCA 	<p>Members only</p> <ul style="list-style-type: none"> Membership Directory Member Benefits News & Publications Events & Education Sector Activities Chapter Activities ICCA Intelligence My ICCA: Update my profile ICCA Association Database ICCA PR Kit Destination Comparison Report Statistics Annual Report ICCA Logo's 	<p>Associations</p> <ul style="list-style-type: none"> Membership Directory Association Resources News & Publications Events & Education ICCA Intelligence 	<p>Press Centre</p> <ul style="list-style-type: none"> Membership Directory Press Resources Apply For Membership News & Publications New Marketing Offers Press Releases Member Update International Meetings News ICCA Intelligence Statistics Archives Events & Education ICCA PR Kit Contact 	<p>Visitors</p> <ul style="list-style-type: none"> Membership Directory ICCA Member Benefits Apply For Membership Membership Fees News & Publications Events & Education Sector Activities Chapter Activities ICCA Intelligence About ICCA 	<p>About ICCA</p> <ul style="list-style-type: none"> ICCA Board of Directors Structure Sectors & Chairpersons Chapters & Chairpersons Articles & By Laws How to join ICCA How to get to ICCA / Directions Bank Details ICCA Business Partners ICCA Education Fund ICCA CSR Policy ICCA History Contact Information 	<p>Search & Help</p> <ul style="list-style-type: none"> FAQs Site Map Site Search Industry links Site Terms of Use Site Privacy Policy Copyright Policy Inquiries
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