



World's First Portal For Meeting Apps Launched

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MEETING SM A P P S

Kirsten Strand, BSc, CITE, CMM, CEO of Invenia, believes that the new smart phone technology will revolutionize the meetings industry.

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

The MeetingApps.com technology team was led by Joseph Lo and Jane Huynh, Vancouver-based interactive experts. Together with their technical team, hundreds of event and meeting apps have been identified and categorized, making the "app search" an easy process.

Invenia Incentives, in collaboration with the IMEX Group, announced the launch of the world's first portal for Meeting Apps.

MeetingApps.com is a new website designed to enable planners to quickly locate iPhone and iPad apps related to the meetings and events industry.

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Invenia has joined forces with the IMEX Group - producer of worldwide exhibitions for incentive travel, meetings and events. IMEX's chairman, Ray Bloom said, "With the advent of smart phone technology, as well as the pace at which such technology changes, we have no doubt that the MeetingApps portal will provide a unique service for meetings industry buyers and suppliers."

"The IMEX Group is totally committed to driving innovation and professional development through the use of new technologies which we believe will greatly enhance events and meetings in the coming years."

IMEX will be introducing planners to ways to save time and money through the promotion of www.MeetingApps.com at their new exhibition - IMEX America, which will be held in Las Vegas in October 2011.

In addition to IMEX, MeetingApps.com has been made possible by a number of founding sponsors, including Travel Alberta, AVW Telav, Kuoni Destination Management, the Toronto Congress Centre and Encore Web Studios.

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