



## Press Release

For immediate release

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### **meetsmart mobile selected for MPISCC Educational Conference & MarketPlace**

**Annapolis, MD [February 17, 2011]...** Conference & Logistics Consultants announces that **meetsmart mobile** has been selected as the official conference navigation app for the Meeting Professionals International Southern California Chapter (MPISCC) Educational Conference & MarketPlace. The 30th annual MPISCC Conference will take place in Long Beach, California on March 17, 2011.

“Planning a meeting for meeting planners is a difficult task because you need to showcase the newest trends and technology in action,” said Elizabeth Glau, CMP, Conference co-chair and Owner of Building Blocks Social Media. “I was searching for a conference navigation app for our attendees because this is one of the newest technologies available to meeting and event planners.”

“As longtime MPI members and meeting professionals ourselves, we are honored to have been selected by MPISCC,” said Paul Henning, Chief Catalyst Officer for **meetsmart**. “We built **meetsmart mobile** for the specialized needs of our peers in the meetings industry, and are thrilled to have this chance to show it off.”

More than 700 meeting professionals are expected to attend the MPISCC Conference, which emphasizes a theme of *Vuja De: Fresh Thinking. Untapped Opportunities*. MPISCC is a chapter of the global Meeting Professionals International organization, one of several educational associations geared towards meeting planners and industry partners.

**meetsmart mobile** is an innovative cross-platform conference navigation and information app – designed by meeting planners – for all smart phones and other mobile devices. **meetsmart mobile** combines revenue creation opportunities with real-time attendee access to information and a flexible suite of tools for meeting organizers. For more information, visit [www.meetsmartmobile.com](http://www.meetsmartmobile.com).

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*Conference & Logistics Consultants (C&LC) is a full-service meeting management and consulting firm with more than 23 years of experience serving association and corporate clients throughout North America & Europe. The Washington Business Journal has recognized C&LC as one of the top planning firms in the DC area for the last 13 years. For more information go to [www.gomeeting.com](http://www.gomeeting.com).*