

## MEDIA RELEASE

IT&CM Events 2015 / 05

### **IT&CM Events, CTW Events Release Custom Event App In Partnership With Guidebook** *Users can build personalised schedules and engage peers with in-app features*

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Singapore, 8 January 2014 – IT&CM Events and CTW Events have released their custom event app on iTunes and Google Play stores. Developed in partnership with US-based Guidebook, the native app branded under TTG Events will house event guides to the group's 4 MICE and Corporate Travel trade shows: IT&CMA and CTW Asia-Pacific, IT&CM China, CTW China and IT&CM India.

“The mobile app is an excellent way for the industry to stay in touch with our latest event developments. Registered delegates and interested participants will have one-stop access to crucial dynamic event information that helps them make the most of their time pre-event and on-site,” explained Ooi Peng Ee, General Manager of TTG Events. “The app will also contain private guides for confirmed delegates that contain exclusive content including buyer profiles, exhibitor directory and the exhibition floor plan.”

Through the app, delegates can better navigate at any of the IT&CM and/or CTW events by having all the information they need at their fingertips. They can also learn about all the sessions happening during the event, curate their own personal schedule, and find their way with interactive maps. The app also provides instant access to details such as speaker bios, presentations, exhibitor profiles, sponsor listings, social media feeds, and local area information. Finally, Guidebook also facilitates feedback collection via in-app surveys and attendee-to-attendee networking via virtual contact card sharing.

On the partnership, Alex Goldberg, Marketing Associate of Guidebook shared, “The IT&CM Event series offers Guidebook invaluable exposure to top meeting and event planners in the Asia Pacific region. As mobile apps become the norm at events of all sizes and competition heats up among mobile providers, it's critical to establish a foothold in all major markets globally. Guidebook is a well-recognized name in North America and has also gained significant traction among Europe event professionals, but we're also looking to simultaneously expand into Asia and grow our team based in Seoul. The IT&CM series is a really reputable name in the Asian MICE Market, one that top planners rely on for industry education and networking opportunities, so we hope our partnership will give us access to this valuable audience and lend our brand credibility in the Asian MICE industry.”

#### **How To Download The App & Event Guides**

- Search “TTG Events” in iTunes or Google Play stores
- Open the app on your phone and download any of the 4 available public event guides:
  - IT&CM China
  - CTW China
  - IT&CM India
  - IT&CMA and CTW Asia-Pacific
- To access the private event guides (for confirmed delegates only), please ask the organisers for the redeem code.
- To make the most of the app, do this optional step: Create your account and your virtual business card. Also choose to check yourself in (for private event guides only) so that other delegates can find you and connect with you.

## About IT&CM Events

### Leading MICE Events In Asia-Pacific, China and India

This series of leading MICE events converge the World's business events players at 3 top industry destinations every year. IT&CMA (Bangkok, Thailand), IT&CM China (Shanghai) and IT&CM India (New Delhi) are at the centre of business events demand and activity in the Asia-Pacific, China and India markets respectively. Each of these Incentive Travel & Conventions, Meetings (IT&CM) events is dedicated to the business, education and networking agendas of its MICE delegates, encompassing Association, Luxury Travel and Corporate sectors.

The IT&CM Events series is founded and organised by TTG Events, a business group of TTG Asia Media.

[www.itcmevents.com](http://www.itcmevents.com)

## About CTW Events

### Leading Corporate Travel Management Events In Asia-Pacific and China

The Corporate Travel World (CTW) brand is synonymous with an unparalleled Corporate Travel Management programme. One that delivers niche education, quality networking and targeted procurement opportunities. This series of leading Corporate Travel Management events, CTW Asia-Pacific (Bangkok, Thailand) and CTW China (Shanghai), converges corporate travel professionals from across their respective markets to take advantage of expert knowledge, peer learning and relationship networks to further their competencies and sophistication in the field.

The CTW Events series is founded and organised by TTG Events, a business group of TTG Asia Media.

[www.corporatetravelworld.com](http://www.corporatetravelworld.com)

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