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MPI delivers digital access to WEC like never before

Annual conference re-design includes interactive website portal, more apps

July 18, 2011 – Dallas, TX – When the World Education Congress (WEC) kicks off in Orlando, Florida, on Saturday, July 23, Meeting Professionals International (MPI) will flip the switch at mpiweb.org and convert the association’s homepage to an interactive portal that allows site visitors who are not attending WEC to connect to the conference like never before.

WEC Live Online will incorporate not only the *WEC Virtual Experience* that will live stream both general sessions and the popular Flash Point series but will also provide access at no cost to viewers during the live presentations. *WEC Live Online* will also aggregate the latest WEC and MPI news in real-time distribution and provide online access to the award-winning *One+ OnSite* daily newspapers.

Site visitors also receive free, unlimited access to WEC video interviews and recaps of the event produced daily by several teams in Orlando, in addition to a blog stream from MPI staff and attendees.

“Working in collaboration with Fusion Productions, our publishing team and our social media teams, we are delivering a product unlike anything else we’ve seen in the market to date for an education conference of WEC’s caliber,” said Greg Lohrentz, COO of MPI. “We believe strongly that each element incorporated in bringing this conference to desktops and tablets helps demonstrate the value of what the live WEC experience can offer.”

WEC Live Online will also allow visitors to watch the live twitter feed for WEC, watch as attendees submit their own images to the event flickr stream and download and explore the additional education available in the *WEC Virtual Experience*.

MPI members and WEC attendees have unlimited, on-demand access to all of the audio and video offered through series in the *WEC Virtual Experience* at no additional cost. Remote viewers who are not MPI members can also access and purchase the recordings at their individual prices, much like MPI’s current Professional Development on Demand service.

An additional benefit of logging on to *WEC Live Online* provides viewers the same \$100 discounted registration rate for WEC 2012 in St. Louis, MO, that is available for a limited time to attendees during the 2011 conference.

WEC attendees can also have access to *WEC Live Online*, enabling interaction between themselves and the virtual attendees. While on the go, the WEC mobile apps developed in conjunction with QuickMobile connects them to social media feeds, image sharing and much more. This year, developers and event designers insured that the app was available for iPhone, iPad, BlackBerry and Android smartphones in addition to creating a mobile site for attendees who prefer not to download apps.

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"As MPI's mobile solutions partner of choice, we are very excited to have been selected for the second year in a row to design and develop the mobile apps and website for MPI's world renowned World Education Congress," said David Snell, QuickMobile's Chief Marketing Officer. "The growing success of Mobile technology as a replacement for hard copy event guides and collateral, and the added benefits that this technology brings to the overall event experience of buyers, exhibitors and attendees alike, is a crucial element in the evolution, needs and the demands of the meetings industry."

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Editors' Notes:

- MPI provided their first online access to WEC sessions during WEC 2009 in Salt Lake City, followed by a virtual access pass to MeetDifferent 2010 in Cancun, Mexico.
- General Sessions were live streamed from Vancouver, Canada, during WEC 2010 while utilizing different systems to aggregate conversations and blog posts.
- This is the first comprehensive conference solution for WEC that integrates education, social media, news and attendee-generated content.

About MPI: Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.