



FOR IMMEDIATE RELEASE

Contact: Naomi Tucker, CMP – President

Meeting Professionals International – Wisconsin Chapter

ntuckercmp@gmail.com

Phone: 920-337-3511

April 2, 2013

Learn How Smart Phone and Mobile Devices are Revolutionizing Meetings at MPI-Wisconsin's April Education Event

Madison, WI – The next meeting revolution may be at hand..in your hand! Learn how web-enabled phones are increasingly being used for meetings and tradeshow at MPI-Wisconsin's April education event. This revolutionary event will take place on April 11, 2013, at the Great Wolf Lodge in Wisconsin Dells.

Internationally recognized expert Corbin Ball, CSP, CMP, will cover the hottest new mobile trends for meetings and what is likely coming in the next few years in his session **"Mobile Applications for Meetings and Tradeshow: How Smart Phone and Mobile Devices are Revolutionizing Meetings."** Attendees will explore the wide range of emerging mobile applications for meetings and tradeshow, and see how these tools can help them do their job more efficiently and greatly improve the attendee experience - all while cutting down on paper use making events more green.

Corbin Ball is an internationally recognized expert on technology. His articles have appeared in hundreds of national and international publications and he has been quoted in the Wall Street Journal, the New York Times, USA Today and US News & World Report. He was recently named as one of the "The 25 Most Influential People in the Meetings Industry for 2012" by *Successful Meetings* and *MeetingNews* magazine. Corbin has spoken to groups in 31 countries on five continents in a manner that is engaging and fun.

Those interested in registering for this fascinating and informative event can visit mpiwi.org for more details.

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 more information, visit mpiweb.org.

The 320+ member **Wisconsin Chapter of MPI**, established in 1977, is the premier association in the state dedicated to the growth, development and success of event and meeting professionals. The chapter brings professionals together to learn best practices, build relationships, and create business opportunities that enhance the strategic value of meetings. For more information on MPI-Wisconsin, please visit www.mpiwi.org.

For more information on MPI or the MPI-Wisconsin Chapter, please contact Naomi Tucker, CMP, at ntuckercmp@gmail.com or 920-337-3511.