



Boring or Brilliant? In Just A Few Hours, A Fully Functional Conference, Tradeshow or Corporate Meeting Mobile App, Ready to Engage the Audience in a Brilliant Event

Zwoor.com provides an easy way to create mobile apps that share Conference, Tradeshow, Corporate Event or Festival materials with participants, engage the audience via social media and provide real time comments during sessions. The native apps are available on iPhone, iPad, KindleFire, and other fine Android tablets.

New York, NY ([PRWEB](#)) January 24, 2012 -- [Zwoor.com](#) announces the release of a suite of mobile apps for engaging audiences at your event via mobile technology. The Zwoor [Event app puts all Conference, Tradeshow or Company Meeting](#) materials, including agenda, logistics, speaker bios, meeting materials at the participant fingertip, on their mobile device. Be that an iPad, iPhone, Kindle Fire or an Android tablet or phone, the content is available online or offline. Real time feedback and rating of the event is included in each agenda item, allowing a participant to provide instant comments. All the materials are easily uploaded by the event planner, or by the speaker directly, via a simple to use browser interface at [Zwoor.com](#).

Zwoor Event has several security formats, from meeting materials intended to be shared publicly, to a Company or department meeting restricted to the company employees, to [Board Meeting highly restricted data](#), where the materials distribution is tightly controlled.

“Zwoor.com provides to event organizer an easy to use platform to distribute the event materials to the participants’ mobile devices, be that iPads, iPhones or Android tablets, and engage attendees via social media. We also offer an easy way to run surveys during the events, all via mobile devices. No more paper printing, and out-of-date information. Just an engaged audience, for brilliant events. Because we have enough boring meetings.” said Ken Burns, External Relations, Zwoor.com.

For more sophisticated surveys of the audience, the [Zwoor Survey app](#) allows the creation and distribution of surveys, online or offline. The library of templates speeds up the creation of high quality surveys, be that for capturing intent to buy during product demos, or customer satisfaction in a trade show, conference or department meeting. Real time results sharing creates dialog, and increases the relevancy of the conversation.

Both Zwoor Event and Zwoor Survey have [free versions](#) available, and are available for the iPhone, iTouch, iPad and the Android devices. For more information, visit [Zwoor.com](#).

About [Zwoor.com](#)

Zwoor.com was founded on a simple, powerful idea: people should be able to have the information needed at their fingertips, and provide feedback where it matters – when they are in the meeting or in the product presentation, with their mobile devices. We want to reinvent what businesses and individuals can do through the Zwoor.com mobile platform, made for a new kind of worker, a new kind of workplace and a new kind of interactions.

Learn more about Zwoor.com, how we’re changing the way people consume information, interact, provide feedback and communicate and how you can be a part of it.

Products



[Zwoor Events](#) - For a Conference or Tradeshow organizer, Event Materials Go Mobile in just a few clicks. The attendees carry an iPhone, an iPad or an Android smartphone, and they now expect the agenda, the meeting materials, maps, exhibitors and alerts right at their fingertips.

Our native Zwoor Event apps do not require connectivity all the time, and we know that some of the conference or trade show venues are not built with connectivity in mind. We allow participants to store the data on the mobile device, and synch when connected.

[Zwoor Survey](#) is a friendly, robust and cost effective survey platform that enables event planners to gather real insight from the event participants. Be that in a large, 10,000 people keynote event with no connectivity, or in a small presentation, the mobile app can handle both.

Zwoor Survey is a native application (vs. a web app), that allows timed surveys, answers to a challenge quiz for a prize, or just a simple multiple choice survey. Not dependent on the connectivity in the venue – we know that some of the spots are without cellular or wifi coverage.

[Idea Challenge](#) platform helps event managers to create and run Innovation Challenges, and focus participants on solving the wicked problems the organization encounters.

The result is an engaged audience before, during and after the event.

By incorporating powerful algorithms, tagging, recognition and engagement, the application allows all participants to enter the challenge, follow others, submit and rank ideas.

The Innovation Challenge provides a new paradigm for connecting your Event for innovation and insight discovery. Using the power of social media technology and the power of individual innovation, our platform allows you to tap into the collective intelligence of an organization and transform it into actionable, [focused innovation](#). Truly 1+1+1 equals 10.

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Contact Information

Ken Burns

zwoor.com

<http://www.zwoor.com/>

513-800-0811

Online Web 2.0 Version

You can read the online version of this press release [here](#).