



FOR IMMEDIATE RELEASE

MeetingMetrics Introduces “Self-Serve” Professional Continuing Education Certificates

Automated New Service Now Available for Education Conference Attendees

June 20, 2011 – New York, NY – MeetingMetrics has announced the release of Version 3.1, the newest iteration of their online meeting results measurement toolset. Version 3.1 includes expanded Continuing Education certificate services, plus Link-Enable, which integrates with registration systems to provide registrants with personalized links to event surveys.

According to Ira Kerns, Managing Director at MeetingMetrics, “Self-Serve CE certificates will save professional associations staff time and costs. Conference participants can easily complete online education session evaluations and download their personalized CE certificates on-demand in PDF format ready for submission to licensing boards and certification institutions.”

The new version will also produce and deliver different types of CE certificates for the same education session for attendees earning multiple certifications.

The new Link-Enable feature makes it convenient for event attendees to complete MeetingMetrics event surveys using personalized links provided by a registration or event management system. “Our licensees, service providers and registration system professionals have been seeking ways to streamline the attendee’s event survey experience for some time now,” said Kerns. “MeetingMetrics is pleased to be able to answer this need.”

Version 3.1 also includes CE summary reports, to assist associations and educational institutions meet review board and accreditation agency reporting requirements.

MeetingMetrics’ online evaluation tools are endorsed by MPI and PCMA who have used them to evaluate their major events since 2007. Associations and other professional education program providers who still use paper-based evaluations or generic survey software will find MeetingMetrics’ automated, specialized evaluation surveys and reporting tools easy to use, efficient and much more cost-effective.

Version 3.1 will be providing evaluation services for numerous upcoming 2011 conferences, including AIBTM, PCMA’s Education Conference, FICP’s Education Conference, and MPI’s World Education Conference (WEC). For more information, contact Ira Kerns at 212-426-2333, kerns@meetingmetrics.com.

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About MeetingMetrics: MeetingMetrics is a developer and provider of specialized, professional online survey tools and methods for enabling corporations, associations and event sponsors to optimize their event’s effectiveness, measure their meeting results and demonstrate event value including financial ROI. Winner of the EIBTM 2008 World Technology Watch Award, MeetingMetrics partners with and is endorsed by MPI, PCMA, FICP, Reed Travel Exhibits and the ROI Institute and is a member of MAG, the Meetings Alliance Group. For additional information, visit www.meetingmetrics.com.

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