

Press Release

EVENT MARKETER MAGAZINE, GEORGE P. JOHNSON AND JUXT LAUNCH FIRST-EVER MOBILE CONTENT APP FOR THE EXPERIENTIAL INDUSTRY

EM Mobile app gives marketers instant access to event industry trends, case studies and insights

San Francisco, CA, May 6, 2013 – In a move signifying the further digitization of content and the need to provide 24/7 access to the latest experiential news, research and thought leadership, Event Marketer magazine, the number one ranked experience marketing agency George P. Johnson and its sister agency JUXT, a strategic design and technology agency, today launched the world's first content application for the global experiential industry: EM Mobile. The app was launched at the Event Marketing Summit in Chicago.

Initially released for Apple iOS devices, EM Mobile is a new kind of content-rich app designed to be a daily tool in the marketer's arsenal, bringing brand leaders real-time updates on the latest best practices, case studies and general coverage of the event industry, all created and fed by Event Marketer magazine.

EM Mobile's concept was developed by Event Marketer, George P. Johnson and JUXT, with JUXT also handling app design and user experience. It is available as a free download to phone and tablet devices from Apple's App Store via this link - <http://bit.ly/100m8Lp> - or by searching for "EM Mobile" within iTunes.

EM Mobile gives marketers around the world instant access to trends, insights and best practices on how consumer and business-to-business brands are engaging their audiences and driving deeper relationships using events and experiential marketing. For EM Mobile, JUXT created a totally unique and innovative user experience to provide readers with an elegant, seamless way to explore and engage with content, enable advanced customization, and foster easy, single-touch social sharing of articles, photos and videos.

Some of the advanced user experience and technology elements include:

- Innovative "blinds" navigation makes finding and experiencing articles, videos and photos a snap
- Real-time updates provide content 24/7
- Customization allows users to receive specific types of articles and content feeds
- Push notification alerts users to new relevant content immediately
- Integration with all major social platforms enables instant sharing and commentary

"For 11 years, Event Marketer has delivered the world's largest repository of experiential marketing content. With EM Mobile, we take it to the next level with our first foray into the world of digital mobile content," says Event Marketer Editor & Publisher Dan Hanover. "EM Mobile creates greater value for both our brand-side readers and our advertisers. It's a true collaboration between top teams dedicated to serving the industry."

"At GPJ we're all about going beyond the hype and talk to actually build the things brand marketers can use to think about events and experiences in totally new ways. That's how we came up with the concept of EM Mobile," said Jeffrey Rutchik, Executive Vice President, Client Services Worldwide at GPJ. "EM Mobile is a tool marketers can use every day to stay ahead of the competition and source new ideas – this is what technology can do when you take away all the barriers and make it about people sharing and collaborating."

"I look at EM Mobile as a kind of 'signature' JUXT project: we went back to the drawing board on how people should interact with this kind of content via their devices and took an entirely new approach to the experience design," said Bill Fleig, VP Client Services at JUXT. "With digital these days, it's important to provide an experience that is new and fresh in order to differentiate one's offering. But that unique experience can never come at the expense of clarity and graceful use. Bringing content and data to life requires a precise balance of beauty and practicality. We think the app nails it."

EM Mobile is initially launching on a wide range of iOS devices, including the iPhone, iPad and iPad Mini. Stay tuned for future releases on other platforms later in 2013.

(more)

About George P. Johnson (www.gpj.com)

GPJ is the number one ranked experience marketing agency, enabling brand marketers to create great ideas and bring them to life through integrated experiential programs that leverage online, device-driven and physical brand experiences. Brands in technology, healthcare, CPG, finance, automotive and other markets rely on GPJ to help them compete more effectively on a global basis by creating and accelerating relationships with customers, employees, partners, media and other audiences. GPJ is part of Project: WorldWide, the leading independent engagement marketing solutions network (www.project.com). Follow GPJ at www.twitter.com/georgejohnson.

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About JUXT (www.juxt.com)

JUXT is a strategic design and technology agency focused on inventing digital solutions that are practical, sophisticated, and beautiful. They have a fierce determination to execute extraordinary work that makes the complex appear elegantly simple. This passion ensures that they always bring lasting value to their clients. JUXT is part of Project: WorldWide, the leading independent engagement marketing solutions network (www.project.com).

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About Event Marketer magazine (www.eventmarketer.com)

Event Marketer magazine is widely considered the leading publication and conference producer for the event marketing industry. The magazine and its portfolio of web sites, digital tools, training products and conferences provide information to more than 100,000 brand-side event marketers around the world. A division of global media powerhouse Access Intelligence (accessintel.com), Event Marketer is best known for its namesake publication, the global Event Marketing Summit executive conference and the annual EventTech digital conference.

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