For Immediate Release

MeetingMetrics Celebrates 10 Years of Service to the Meetings Industry

Introduces New Knowledge Testing and Achievement Certificate Services plus Free Trial licenses

July 1, 2015 – New York, NY – A new extensive online toolset for knowledge testing, learner scorecards and online certifications designed for both corporate and association professional development and training programs was introduced today by MeetingMetrics.

The firm also announced a free trial license program for qualified training and meeting professionals.

The new knowledge testing and certification program services (T&C) is a comprehensive, integrated new set of tools which can be used individually or together in a variety of combinations. When used in combination, users can create an informal or formal knowledge testing and achievement certification program based on their organization's training and development sessions/activities and basic knowledge requirements.

T&C services offer a lower-cost alternative to large, complex LMS services for clients who need testing and certification services while managing their own training scheduling and communications internally.

The online T&C services are fully web-enabled and can also work independently from within mobile event apps using MeetingMetrics Mobile+ software.

T&C services are designed for organizations that want to begin offering knowledge exams and certificates as well as for those who want to expand or refine their existing education programs.

T&C services include development of test questions based on knowledge requirements, development of objective-based learning objectives, pre-training and post-training test questionnaires with comparison tracking reports, optional multiple retry practice options to facilitate quicker learning and certification, correct-answer individual test scorecards on-demand in real time, individual CE/Achievement Certificates on-demand with self-serve archiving and retrieval and organization-level achievement and certification program reports.

Ira Kerns, Managing Director of MeetingMetrics explains that, "For those training and meeting professionals who are not yet providing these learning support services to their internal or external clients, this new toolset could provide significant opportunities for them to expand their services and provide new value to their organizations."

Also, as part of the firm's 10th anniversary celebration, free MeetingMetrics trial licenses with reduced survey prices are available for new, qualified users.

Information about T&C services and the new free trial license program, contact Ira Kerns at 212-426-2333 or email: kerns@meetingmetrics.com

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About MeetingMetrics: MeetingMetrics has been a leading innovator, developer and provider of specialized, professional, online survey tools and methods for enabling corporations, associations and event sponsors to optimize and measure their event's results and strategic effectiveness for over a decade. Winner of the EIBTM 2008 World Technology Watch Award, the firm has developed the ROE methodology, MyROI, session evaluation with CE, EPI Services and Mobile+, a unique method for integrating and individualizing web-based surveys within mobile event apps as well as a low-cost knowledge testing and certification service for conference use and for training and development programs. MeetingMetrics partners with and is endorsed by MPI, PCMA, Reed Travel Exhibitions Group, the ROI Institute and other leading industry organizations. For additional information, visit www.meetingmetrics.com.