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ITAGroup Meeting Client Needs through Mobile Optimization

West Des Moines, Iowa (April 19, 2011) – In a continuous effort to improve customer experiences, **ITAGroup** has launched mobile-optimized travel registration websites for Group Event Management clients. This technology enhancement enables easy navigation to the event registration site, agenda review and personal itinerary access from participant Smartphones.

Senior Vice President - Group Event Management, Mary Bussone, commented, “**ITAGroup** is committed to creating a memorable participant experience through superior customer service and technology. We have seen both the need and the potential for mobile-optimized websites and believe that our clients and participants will benefit from this communication method.”

Mobile-optimization of websites is an addition to the robust technology offerings already in place for Group Event Management clients, including program websites and registration, the PerformanceSource® Strategic Meetings Management tool and the PerformanceCentral® attendee management system.

About ITAGroup

Business is driven by loyalty. **ITAGroup** taps that power with a comprehensive range of loyalty solutions. We combine incentive programs, rewards and recognition, group travel and event management to engage employees, motivate channel partners and ignite customer devotion. And we rely on traditional business values like hard work, integrity and great client service to make sure our clients are successful. Let **ITAGroup** unlock the power of loyalty for your company. Founded in 1963, **ITAGroup** is headquartered in Des Moines, Iowa, with sales offices in Atlanta, Boca Raton, Chicago, Dallas, Des Moines, Indianapolis, Los Angeles, Minneapolis, Philadelphia, San Francisco and the greater New York City area.

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