



## GREATER BALTIMORE CHAPTER MEETING ANNOUNCEMENT

**DATE:** Tuesday, April 3, 2012

**AGENDA:** 6:00 p.m. Networking Session  
6:30 p.m. Program

**PROGRAM  
DETAILS:** **“What are mobile apps and  
does my company need one?”**

Presented by  
Tracy Severino,  
Digital Strategist,  
Local Wisdom



By Q2 of 2012, smartphones will dominate the marketplace with more consumers using Android and iPhone than any other mobile device. (Based on Nielson ratings) The growth in popularity of mobile apps has most companies considering developing their own app. The goal of this discussion is to explore what a mobile app is, identify the key components an app should have, and answer how mobile apps not only benefit the companies that produce them but the consumers who use them. Lastly, we'll explore what goes into designing and developing a mobile app to help you determine if it's worthwhile for your company to have its own app.

We will define mobile apps:

- What they are
- Where they are used
- What a successful app should do
- What it takes to design and develop an app

**LOCATION:** System Source  
338 Clubhouse Road, Hunt Valley, MD 21031

**RSVP:** Contact Julie Smith at  
[jsmith@jemicyschool.org](mailto:jsmith@jemicyschool.org) or  
410-753-8134

