



# nerej

## **IFMA Boston goes mobile with the help of AppStar Media**

April 03, 2014 - Owners Developers & Managers

Available soon in App stores near you, IFMA Boston has inked a deal with AppStar Media to provide the facility management and related industry professionals an App for their smartphones and tablets that will keep them up to date and connected to IFMA Boston's news, events, and social media accounts.

The launch of this app is a great step for the IFMA Boston Marketing & PR Committee, and will serve as a great resource for the Membership Committee, both of which are always looking to create more value for the membership base.

iPhone and Android users will soon be able to go to their respective app stores and easily search for and download the IFMA Boston app. Users will now be able to easily access and consume vital IFMA Boston content like never before including events, videos, photos, newsfeed, and more.

IFMA Boston VP of Marketing & PR, Tom Palange said, "We are extremely excited as an organization to launch an App for IFMA Boston members and potential members who may be exploring our organization. IFMA is constantly looking for ways to offer more value to the FM community and this is a fantastic way to do so, by implementing the latest technologies out there. Offering content via mobile is the fastest growing segment in media, and we want our members to have the best engagement tools available. Our committee has brought IFMA Boston to the cutting edge and we are only getting started. Wait till you see what we have in store next."

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540