

Cooperative Education and Internship Association News Brief February 2015

In this Issue:

- CEIA 2015 Has Gone Mobile with Guidebook
- CEIA 2015 Keynote Presenter
- CEIA Social Media

2015 CEIA Conference Has Gone Mobile with Guidebook!



We strongly encourage you to download our mobile guide to enhance your experience at 2015 CEIA Conference. You'll be able to plan your day with a personalized schedule and browse exhibitors, maps and general show info.

The app is compatible with iPhones, iPads, iPod Touches and Android devices. Windows Phone 7 and Blackberry users can access the same information via our mobile site at <http://guidebook.com/browse/>.

To get the guide, choose one of the methods below:

- Download '**Guidebook**' from the Apple App Store or the Android Marketplace
- Visit <http://guidebook.com/getit> from your phone's browser
- Scan the following image with your mobile phone (QR-Code reader required, e.g. 'Red Laser', 'Barcode Scanner')



The guide (2015 CEIA) will be listed under the "Download Guides" section of the application.

2015 CEIA Conference Keynote Presenter

CEIA is pleased to announce that Bill McDermott, Chief Executive Officer of SAP, will be the 2015 CEIA Conference Keynote Presenter.

Bill McDermott is chief executive officer and executive board member of SAP, the world's business software market leader. He leads the company's 68,800 employees and 2+ million person ecosystem in executing SAP's vision and strategy to help the world run better and improve people's lives.

Under Bill's leadership, in 2014 SAP unveiled a strategy to help businesses of all sizes Run Simple. The company has placed an unrivaled focus on delivering a beautiful user experience and has built the industry's most comprehensive portfolio of solutions in the SAP Cloud powered by SAP HANA. SAP also boasts the world's largest Business Network, with more than \$600 billion transacted annually. Since 2010, this innovation-led strategy has resulted in expansive increases in customers, total revenue, market value, and profitable growth. The SAP transformation is one of many authentic stories told in Bill's national best-selling book, *Winners Dream: A Journey from Corner Store to Corner Office*.

CEIA Social Media



Are you keeping up with CEIA? Don't miss out on important announcements, job postings, industry initiatives and changes and events. CEIA is on...

Twitter: @CEIAinc

LinkedIn Group: CEIA – Cooperative Education and Internship Association

Instagram: @CEIAinc

Also, don't forget the 2015 Conference hashtag: #CEIA2015

For any questions regarding this News Brief, please contact Joe Catrino (Joseph.Catrino@quinnipiac.edu). Thank you!

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