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LCUL Launches New Smart Phone Application for 2010 Convention

(HARAHAN, La.) – The importance of social media is a hot topic in our industry. The Louisiana Credit Union League recognizes the need to keep up with ever-changing trends and will be one of the first to implement a new convention application for smart phones. Download the 2010 Louisiana Credit Union League Convention and Annual Business Meeting smart phone application and get instant educational program updates, maps, speaker bios and more. This is the ultimate mobile companion to the event!

The official 2010 Convention smart phone application brings all the information needed to plan, attend, and follow up on convention where and when you need it. It enables anytime, anywhere access -- planning before, attending during, and following up after.

Download it now to put all the event information at your fingertips, right on your iPhone, BlackBerry, or other smart phones. You can:

- Create your ideal itinerary with detailed session information and speaker bios
- Find meeting rooms, exhibitors booths, restaurants, hotels and points of interest on interactive map
- Mark 'Favorite' for the exhibitors you'd like to see
- Enter and be ready to share your contact information with others when you meet
- Check out the Twitter feed and add to the dialogue using your own Twitter account; Rate sessions, and interact with other attendees via Twitter.

We can update all of the information in the app anytime, so you know you've got the right time and place for a session. We can also keep you informed of special events and happenings.

Sponsored by CU Cooperative Branching, this simple yet effective tool helps you make the most of your experience, so download it now! For iPhone, iPod Touch, or iPad, visit <http://itunes.apple.com/us/app/lcul-2010-louisiana-credit/id382022077?mt=8>. For blackberry, visit <http://j.mp/lcul10> on your phone. For other devices and the Web: <http://lcul2010.crowdcompass.com/>.

For 75 years, the Louisiana Credit Union League has represented the unique interests of more than 200 not-for-profit credit unions and the more than one million credit union members that they serve in the state of Louisiana.