

News for immediate release – Internet World RELEASE

18th February 2010

Free visitor registration launched for Internet World exhibition.

Internet World is Europe's biggest event covering everything do with online business and the internet from digital marketing and social media through to ecommerce, hosting and content management. The trade show has just opened free visitor registration for the 2010 event which takes place on 27-29 April at Earls Court 2, London.

Internet World runs over 3 days on Tues 27 – Thurs 29 April at Earls Court 2 in London and will see over 11,000 marketing, agency, IT and digital professionals walk through its doors to attend the biggest free education programme of its kind. These visitors can now register to attend the exhibition and its conference-level education programme, for free at www.internetworld.co.uk/register

The Internet World trade exhibition has long been recognised as having the most comprehensive free education programme of any event in Europe. This year makes no exception, with the first of the big-name Keynote speakers just announced.

The 20-strong keynote line-up has just confirmed the following:

Asad ur Rehman, Global Planning Director, **Unilever**

Nick Jones, Director, Interactive Services, **COI**

Peter Fitzgerald, Industry Leader Retail, **Google**

Meg Pickard, Head of Social Media Development, Guardian News & Media, **The Guardian**

Seetha Kumar, Controller, **BBC Online**

Kevin Eyres, Managing Director, **LinkedIn**

Rishi Saha, Head of New Media, **Conservative Party**

Simon Wardley, Evangelist & Strategist, **Canonical**

Alongside 20 of the biggest brands speaking for free in the Keynote Programme, there are 6 seminar theatres dedicated to specific areas including: ecommerce; email, mobile & analytics; web 2.0, social media, usability & design; online advertising, affiliate & search; and enterprise 2.0 and content management. Visitors can expect to hear rich case studies from big blue-chips through to small start-ups, all focusing on how they have embraced 'digital' to achieve business success.

This conference-quality education programme is free to attend for visitors if they register in advance – saving them £30. To quote one of Internet World's Twitter followers this week:

@MattStevensUK Just registered for [#iwexpo](https://twitter.com/iwexpo) April 27-29. Learned a TON in 2 days last year. Not bad for free!

The Internet World website is at www.internetworld.co.uk where speaker details are being added all the time. These are the first Keynotes to be confirmed – further information will follow as more speakers are added to the line-up.

Also on offer at Internet World

Also on offer at Internet World are 300 leading suppliers exhibiting the very latest products and services covering everything to do with digital marketing and online business. Exhibitor names include: Barclaycard, Bigmouthmedia, dotMailer, emailcenter, Experian Hitwise, fortune cookie, huddle, Imano, iomart hosting, Lyris, PEER1, Periscopix, Rackspace, Red Ant, seojunkies, Silverpop, smartFOCUS, UkFast, webcredible and youramigo, to name but a few.

Plus a variety of free showfloor features including: The Digital Marketing lounge; Two Wireless Lounges; The Mobile Zone and again, the return of Agency Day on Wednesday 29th April – a programme of content and speakers targeted specifically at the agency community.

For more information about any aspect of Internet World please contact me or visit www.internetworld.co.uk. To register for free press entry please visit www.internetworld.co.uk/pressreg

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