

News for immediate release – Internet World 2010 RELEASE

25th March 2010

Internet World announces over 200 free case study-led seminars in its 2010 free education programme

The brand new Seminar Programme at Internet World has just been confirmed. More than 200 big brand case study-led seminar sessions will be on offer to Internet World visitors as part of the free education programme at this year's event at Earls Court 2, London from Tuesday 27 – Thursday 29 April 2010.

Alongside the 20 keynote sessions from industry experts including LinkedIn, the Conservative Party, BBC and Unilever, visitors will hear from big brands such as British Gas, Facebook, Barclaycard, eBay, The FT and Lonely Planet across 6 themed theatres – as well as welcoming the return of the IDM Academy and CIM and Mobile Marketing Association thought-leadership. Europe's largest trade exhibition for the online business & digital marketing industry boasts its biggest ever line-up of seminars for 2010.

* **Advertising, Affiliate & Search Theatre** sponsored by Mediaco & Net Media Planet

Sessions include:

- SEO Viagra – Modern Methods to get your ranking up *Direct Traffic Media*
- The changing face of UK supermarket shopping: the online dimension *mySupermarket.com*
- Leveraging the brand without cannibalising the product *Lonely Planet*

* **Social Media, Usability, Design & Build Theatre** sponsored by EpiServer & Webjam

Sessions include:

- Why big brands should put their ear to the internet and listen to the customers *British Gas*
- Charities & the art of digital storytelling *JustGiving*
- How brands can engage on Facebook, *Facebook*

* **Email, Mobile & Analytics Theatre** sponsored by emarsys, Silverpop & Lyris, and supported by the Mobile Marketing Association

Sessions include:

- Don't leave money on the table: investing in organic search *Gyro:HSR*
- Using platform/mobile technologies to and techniques to create new revenues *Financial Times*
- Social Media: What's hot and what works *Chartered Institute of Marketing*

* **eCommerce Theatre** sponsored by SagePay & Barclaycard

Sessions include:

- 3 golden rules to increase conversions using promotions *Imano*
- Solutions for cross-border training *Barclaycard*
- User generated content and the impact of Bing on online shopping in the UK
Ciao microsoft

* **Content Management Theatre** sponsored by Sitecore, Auros, Vyre & Nstein

Sessions include:

- On cloud 9: Top tips from the barricades of the social computing revolution *Huddle.net*
- From the trough of disillusionment to the slope of enlightenment – a journey with Enterprise 2.0 *Pfizer*
- The diverse and profitable world of Content Management; case studies include ESPN, Diageo & Virgin Holidays *VYRE*

* **Internet World Theatre covering Connectivity & Hosting** sponsored by Peer1

Sessions include:

- Outsourcing VS Insourcing – when to do it and what to look for *Peer 1*
- Boost your marketing return with an effective internet domain name strategy *Sedo*
- The myths about Cloud Computing *Rackspace Hosting*

For more information about the Internet World 2010 education programme and to register for free entry please visit www.internetworld.co.uk

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

Platinum sponsors: Rackspace, UKFast, Red Ant

Gold sponsor: Imano

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