

News for immediate release – Internet World 2010 RELEASE

19th April 2010

The Conservatives – Are they mounting an Obama-style campaign for the General Election? You can hear it all at Internet World 2010.

While election campaigning is reaching fever-pitch, politicians and commentators alike are complaining about the lack of electorate engagement. Is social media the answer? Are politicians using the wrong channels?

Internet World 2010 will be giving an insight into The Conservative's campaign strategy in their keynote session, "The impact of the internet on the General Election."

Rishi Saha, Head of New Media for the Conservative Party, witnessed first-hand the impact of the internet on Obama's bid for The White House whilst on the campaign trail with Obama's team. He is now applying his insights to The Conservative's online strategy in the run up to the General Election.

Professionals interested in finding out how to maximise the effectiveness of social media within their organisation, and how to fully integrate it into digital strategies moving forward, need to hear from the best the industry has to offer. At Internet World 2010, 27th – 29th April, visitors can hear from the thought-leaders as they demonstrate industry excellence. Europe's largest trade exhibition for the online business & digital marketing industry boasts its biggest ever line-up of seminars for 2010. Here are just some of the highlights:

*** Keynote Theatre: sponsored by SapientNitro**

Sessions Include:

- The Changing Face of Networking – How is social media and online networking changing business, entrepreneurship, hiring and innovation? **LinkedIn**
- Content, communities & collaboration: How the Guardian News & Media is making media social **The Guardian**
- Harnessing social media to extend your brand – How online communities, user generated content, customer engagement and customer loyalty build the brand **TripAdvisor**
- The impact of the internet on the General Election **The Conservative Party**
- The best job in the World: Integrating traditional and social media **Tourism Queensland**

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

Sessions include:

- Three steps to measuring social media marketing **Forrester Research**
- Social media is increasingly prevalent in our day-to-day lives: How can professionals cut through the noise and identify what's important to them? **LinkedIn**
- B2B social media – What works in 2010? **Impact Interactions**
- How brands can engage on Facebook **Facebook**
- How to implement a social media marketing strategy **Alterian**
- The result of the online strategy of Houses of Parliament – A set of radically different, interactive, community-based tools and services **UK Parliament**
- Social Media and Collaboration – An overview **Real Story Group**

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

Sessions include:

- Web analytics for marketing & communications – Best practise methodologies for a socially networked world *Glide Technologies*
- Mobile Apps – 10 Steps to creating successful apps *Imano*
- The Agency Mobilizer – Doing mobile just right *Netbiscuits Gmbh*
- 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*
- How you can use social media and mobile smart to engage the end user *Adeye Mobile*

For more information – including session descriptions, timings and speaker bios - about the Internet World 2010 education programme, visit www.internetworld.co.uk/education.

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; and 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.

Platinum sponsors: Rackspace, UKFast, Red Ant

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