

News for immediate release – Internet World 2010 RELEASE

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Internet World takes place next week: 15 global brand keynotes; 200 free case study-led seminars; 300 exhibitors and 12,000 professionals attending

Internet World opens its doors at Earls Court 2 next week for 3 days of thought-leadership, strategic-level free education, networking, and sourcing of solutions for digital marketing and online business.

15 global brand keynotes

The keynote programme has been finalised in the last few days and new additions to the stellar line-up include: Ogilvy, Microsoft Bing, UKOM, AOP and LBi. Add these to the already confirmed: Google, Unilever, The Conservatives, BBC, The Guardian, LinkedIn, TripAdvisor, Zoopla, Channel Five, Discovery Channel, Stella Artois, Obsolete & Lateral, Canonical and Tourism Queensland, and it's this high calibre of speakers that have helped position Internet World at the forefront of digital and online thinking.

www.internetworld.co.uk/keynotes

200 free case study-led seminars

It's not all just about keynotes at Internet World, however. There are 6 themed seminar theatres on the showfloor covering topics ranging from social media measurement to offsite SEO strategies for ecommerce websites, across the 5 core show areas of social media & web 2.0, digital marketing, ecommerce, content management and connectivity & hosting. Plus there will be industry panel debates, interactive sessions and the return of the ever-popular IDM Academy.

www.internetworld.co.uk/education

300 exhibitors

Internet World also acts as the biggest market-place of its kind in Europe connecting 12,000 visitors with leading suppliers serving every aspect of their online business needs. Big 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.

www.internetworld.co.uk/exhibitors

12,000 professionals attending

The 12,000 professionals attending the show over the 3 days to network, attend the education programme and do business with the exhibitors come from a wide range of verticals and cover all job functions with an online element – from marketing and brand management, to web design and content, to IT and online strategy, and ecommerce and fulfilment. A sample of the visitors already registered can be seen here: www.internetworld.co.uk/vissample

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