

**Internet World 2010 celebrates 6 consecutive years of growth.**

**\*\* OVER 12,000 ATTENDEES OVER 3 DAYS \*\***

**\*\* 6 CONSECUTIVE YEARS OF VISITOR GROWTH \*\***

**\*\* EUROPE'S BIGGEST KEYNOTE LINE-UP OF ITS TYPE \*\***

Internet World took place last week, and proved once again that it is Europe's definitive event for digital marketing and online professionals. More than 12,000 marketing, IT, eCommerce, digital and web development professionals flooded through the doors of Earls Court 2 on Tuesday 27, Wednesday 28 and Thursday 29 April for three days of superior learning, networking and solution-sourcing.

James Drake-Brockman, the Event Director of Internet World, commented on the event's achievements *'Internet World has enjoyed phenomenal success since its launch 18 years ago. This has mainly been down to its ability to adapt to market conditions and keep a finger on the pulse of the latest trends and innovations, which has allowed this mature event to remain firmly at the cutting edge. Over the years Internet World has become a fixture on business calendars throughout Europe and the UK, with people coming annually to see what the future of digital holds for them.'*

These sentiments were echoed in the feedback received from visitors on the show floor: the Web Development Manager from **Hillary's Blinds (VIP)** said *"I've attended Internet World twice before, and came this year with the intention of finding some new digital agencies. I was extremely successful – what a great choice on offer! I'll be back for the 2011 show."* The Technical Support Manager from **Lloyds Banking Group** agreed and added *"I attended the Internet World show to source new technology solutions and evaluate future trends, and have found the exhibitors at the show completely met my needs. I also found the education extremely useful."* Whilst the eCommerce Manager, **O2** said *"It was my first Internet World, and I didn't know what to expect really. I found some really interesting new ideas, and it also made me realize how much I already knew! The exhibitors here have been great – good quality and really engaging. I'll come back next year, there are a lot of good things here."*

The free education sessions were packed to the rafters with 14 444 seats filled during Europe's most comprehensive three day seminar programme. The education programme comprised of 6 themed seminar theatres covering digital marketing, content management, eCommerce, connectivity & hosting and social media & 2.0. Visitors thoroughly enjoyed all the education that was on offer with 553 attending the ever-popular IDM Academy and 114 receiving tailored advice specific to their B2B needs from the expert panel at the B2B Knowledge Bank.

The Keynote Theatre delivered to a crowd of 2146 and featured Google UK, Unilever, Zoopla, Stella Artois & Becks, TripAdvisor, Discovery Channel, Channel Five, engaging sessions by The Guardian and Queensland Tourism, and an exhilarating panel discussion featuring Ogilvy Group Denmark and Agillic. UK Online Monitoring (UKOM) also hosted an insightful panel debate on the future of online measurement featuring IAB, AOP and Nielsen. To accommodate the demand, all sessions were filmed and will be available online to all attendees.

There were also a number of free features on the showfloor that were well received by both the visitors and exhibitors alike. These included: The Business Start-Up Village, The B2B Marketing Knowledge Bank, Two Wireless Lounges dotted around the showfloor; and the return of Agency Day on Wednesday 29<sup>th</sup> April – which saw a dedicated programme of content and speakers targeted specifically at the agency community.

Suppliers exhibiting at the show had a great 3 days meeting various senior professionals from a wide range of industries, including retail, finance, FMCG, telecommunications and the public sector. The showfloor presented a diverse range of solutions from industry leading suppliers, and was this year supplemented by the Innovation Pavilion – sponsored by Huddle, and the Business Start-Up Village ensuring all visitors, no matter where they are on their digital journey, were well catered for. A record 85% of stand space was rebooked for the 2011 event, with all key stand positions rebooked onsite, firmly cementing Internet World's position as Europe's definitive event for digital marketing and online business professionals.

This view was shared by exhibitors, and was voiced by the likes of Neil Tulloch, Partner Manager, **Voice Commerce Group** *'As a first-time exhibitor Internet World exceeded our expectations. The show offers a diverse range of opportunities for us. We've seen a steady flow of traffic to our stand over the three days, with some really interesting conversations with some big company names about the unique biometric voice technology and payment solutions – we are very pleased!'*

Also unveiled at Internet World was the acquisition of Ecommerce Expo. This will allow UBM Live to offer eCommerce professionals more than one opportunity a year to meet, source solutions and network. The announcement was met with much excitement by exhibitors and visitors, and we look forward to expanding UBM Live's digital and marketing portfolio.

Internet World 2011 will be taking place from 10 – 12 May 2011. For more information visit our website [www.internetworld.co.uk](http://www.internetworld.co.uk), YouTube Channel [www.internetworld.co.uk/youtube](http://www.internetworld.co.uk/youtube) or mash-up page [www.internetworld.co.uk/mashup](http://www.internetworld.co.uk/mashup)

- ENDS -