



## ECM at INTERNET WORLD

Enterprise content management is at the heart of any successful internet or information management strategy. Reflecting this ECM is at the heart of the UK's biggest and leading internet and information management event. ECM suppliers are a major focus on the show floor, and the event audience audit shows content management also dominates the buying interests of visitors.

An independent audit of event visitors based on over 40,000 answered questions means you can know more about the attendees to Internet World than any other event of its kind.

### Key Internet World/ECM findings

- Total dedicated attendance – 8,549 (ABC audit pending)
- Total attendance specifically visiting for ECM solutions – 3419 buyers
- 53% of respondents either had or were planning to invest in usability / accessibility consultancy or advice
- Those likely to do business with an exhibitor in the next 18 months – 72%

#### And you can't reach them any other way:

- 97% don't visit CME

"Exhibiting at ECM Internet World delivers results. We've got some of our biggest name customers as a result of being at the show."

**Richard George**  
Managing Director, GOSS

"I was really pleased with the quality of the show attendees and we received a record number of high quality leads, double from last year, good PR campaign, looking forward to coming back next year."

**Ruth Knight, Marketing & Business Development Director, Vyre**

"Internet World has been excellent; it's the best yet and we've already booked for 2007. The traffic through the stand has been high quality all day and we've seen a broad sweep of companies from the blue chips to local authorities."

**Andy Bellinger, Marketing Manager, RedDot Solutions UK Ltd**

#### SEMINAR VISITORS SAID:

"The seminars throughout the day have been good and the speakers excellent." – **Business Development Manager, Tesco's**

"It was a well organized event with some of the best speakers delivering excellent content." – **Director of ERCM, Littlewoods Shop Direct**

#### Education at the heart of the event

Over 1,000 visitors attended seminars at the ECM Theatre, making the show a great educational vehicle enabling delegates to become more aware of the challenges and new developments in Content Management Solutions. Amongst the packed out sessions were:

- ▶ **The Future of Content Management** by Strategy Partners
- ▶ **Implementing a CMS in a university environment** by Southampton University
- ▶ **Content Management Strategies for Web 2.0** by Pixl8
- ▶ **Accessible Websites and Self Service** by Reading Borough Council
- ▶ **Using a CMS to Achieve Site Accessibility** by EIBS
- ▶ **Achieving Compliance with a CMS** by Immediacy
- ▶ **The Skinflints Guide to Building a Web 2.0 Ready CMS** by Chinwag.com.

**For further details on exhibiting in 2007 contact:**

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## ECM at INTERNET WORLD

### The Best Promotion

Because of its size Internet World also enjoys the biggest promotional campaign of any internet or enterprise content management event with over 50 media and association partners including:

The Guardian, Revolution, Marketing, Document Manager, Contentwire, Contentmanager, CMS, Silicon, ZDNet, CBR, MIS, Mad.co.uk, E-consultancy, BIMA and the IDM.

This is backed up by a VIP programme that specifically targets owners of sites with at least 50,000 unique visitors a month and commercial and public sector organizations with over 500 employees. Through our dedicated telemarketing team we identified the top 12,000 buyers for content management and document management solutions and delivered them specific promotions and used telemarketing to invite them to the event.

ECM was the single major focus for the event this year with a focused zone on the exhibition floor and a dedicated ECM educational programme.

### Decision Makers

- 89% of visitors are personally involved in purchasing the solutions on offer at the event
- Over 1500 visitors expect to purchase an ECM solution in the next 12 months
- 57% do not see representatives of non-supplier companies

### Internet World 2007 – A wonderful opportunity

The ECM and Internet World event for 2007 is already bigger than the 2006 event with 10 months still to go. The ECM zone traditionally sits at the front of the show and is the largest single element of the show and growing at a rapid rate.

"The event has gone very well. The traffic of attendees has been really good and relevant. The combination of IDMF and Internet World is perfect. A very effective 3 days enabling us to generate many new leads and improve our brand status. Well done especially to the marketing team."

**Jensena Campbell**  
Marketing Executive, EIBS

"We've received a good reception to the products with lots of interest in the hardware and software. We don't usually attend events such as Internet World but it's been very beneficial. We found that over 50% of visitors to our stand were actually looking to buy products and this is a real indication of solid business. We have many sales leads to follow up and meetings arranged for after."

**Xerox Digital Office Systems**

"I bought into Internet World 2006 speculatively as I was keen to promote our flagship content management system software, Websiter CMS and recruit resellers and developers. I'm pleased to say that the show certainly did not disappoint. Having spoken to resellers and developers in abundance over the three day show, I'm looking forward to following up on those new leads in the coming weeks!"

**Rupert Carr-Smith**  
Managing Director, Coolfish

To find out more about the event and how it can help you sell your ECM solutions please contact the sales team:

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## Visitor Sample 2006

Director of Technology  
**ADL Europe**  
Head of E-Business  
**AXA Ppp Healthcare**  
Head of Operations  
**BBC New Media**  
Director  
**Boots.com Direct Ltd**  
Head of Online  
**Bradford & Bingley**  
Head of Marketing  
**British Airways London Eye**  
Head of Operations  
**BSkyB**  
IT Director  
**BT**  
Head of Online Services  
**BT Business**  
Marketing Director  
**Capital One**  
E-Commerce Manager  
**Carphone Warehouse**  
Director  
**Cartoon Network**  
IT Manager  
**Colliers CRE**  
Marketing Director  
**dabs.com**  
Marketing Director  
**DFS Furniture**  
Head of Online  
**Emap Active Ltd**  
Head of Digital Marketing  
**Emap Performance**  
Internet Strategy Manager  
**Endsleigh Insurance Services**  
Head of E-Commerce  
**Esure Services**  
Business Manager  
**Ford Motor Company**  
Head of E-Commerce  
**Guardian Unlimited**  
Business Systems Manager  
**Harvey Nichols**  
Head of Online Marketing  
**Hertz Europe Ltd**  
Marketing Campaigns Manager  
**Hewlett Packard**  
Head of Marketing  
**Hitachi Capital**  
Head of New Media  
**Homechoice**  
Digital Marketing Manager  
**House Of Fraser**  
Director, Strategy and Planning  
**HP EMEA**  
E-marketing Manager  
**Hsbk Bank Plc**  
Online Manager UK & Ireland  
**Hutchison 3g UK Ltd**  
Marketing Manager  
**IBM**  
CTO  
**IMG / TWI**  
Head of Interactive  
Marketing  
**Intel**  
Head of Consumer Marketing  
**International Herald Tribune**  
Internet Manager  
**Jaguar Land Rover**  
Online Marketing Manager  
**Ladbroses**  
CEO  
**Lastminute.com**  
Marketing Director  
**Lego**  
Head of E-Commerce  
**Littlewoods Shop Direct Group**  
Vice President  
**McCann Digital**  
E-Commerce Manager  
**MFI UK Limited**  
Online Marketing Manager  
**Microsoft**

Interactive Manager  
**MTV Networks Europe**  
Director of Data Development  
**News International Limited**  
CRM and Marketing Manager  
**Nokia UK Limited**  
Director, Strategy & Planning  
**Ntl:telewest**  
Head of Online Customer Marketing  
**O2**  
Head of E-Business  
**PSD Ferries**  
Online Marketing Manager  
**Ramada Jarvis Hotels**  
E-marketing Director  
**Reed Business Information**  
Head of Web Delivery  
**Royal Bank Of Scotland**  
Head of E-Commerce  
**J Sainsbury**  
E-marketing Manager  
**Sony**  
Chief Executive  
**TBWA Corporate**  
Head of Online Operations  
**Telegraph Group**  
Strategic Planner  
**Tequila**  
Head of E-Commerce Marketing  
**The Automobile Association**  
Head of Online  
**The Independent**  
Managing Director  
**The Times**  
Director New Business  
**Time Life International Ltd**  
Head of Affiliate Marketing  
**Vcars.co.uk**  
Director of Digital Media,  
**Virgin Radio**  
IT Director  
**Yell.com**  
Operations Director  
**Yorkshire Building Society**  
Marketing Manager  
**Abbey Legal Protection**  
National Account Manager  
**Air France**  
Director Of Customer Insight  
**Airmiles**  
Online Marketing Manager  
**Airmiles**  
Head of Internet Banking  
**Alliance & Leicester**  
E-marketing Manager  
**Alliance & Leicester Plc**  
New Media Consultant  
**Allianz Cornhill Insurance**  
Strategic Marketing Manager  
**Allianz Cornhill Insurance Plc**  
European Development Manager  
**Amazon.com**  
Marketing Manager  
**American Express**  
Manager Business Development  
**ADL (UK) Ltd**  
Online Brand Manager  
**Arcadia Group Ltd**  
Marketing Manager  
**Argus**  
Managing Director  
**Ariadne Capital**  
Business Development Director  
**Ask.com**  
Vice President of European  
Operations & Planning  
**Ask.Com**  
Digital Analytics Specialist  
**Associated New Media**  
E-Commerce Manager  
**Avon Cosmetics**  
Marketing  
**AXA Insurance**  
Campaign Manager  
**AXA Sun Life**

Campaign Manager  
**AKA Sun Life**  
E-Commerce Programme Manager  
**BAA**  
Head of Marketing  
**Barclays**  
Channel Development Manager  
**Barclays Bank**  
Communication Manager  
**Barclays Bank**  
Online Marketing Manager  
**Barclays Bank**  
Campaign Manager  
**BBC**  
Group Marketing Manager  
**BCA**  
Vice President  
**BCA**  
E-Commerce Manager  
**Berry Bros. & Rudd**  
Managing Director  
**Blockbuster Online**  
International Marketing Manager  
**Bodywell Holding**  
Brand Data Mgmt & Repting Mgr  
**British Gas**  
Prospect Data Marketing Manager  
**British Sky Broadcasting**  
Marketing Manager  
**Brittany Ferries**  
Director  
**Brunel Franklin Co Ltd**  
Marketing Manager  
**BT**  
Online Experience Manager  
**BT**  
Di  
**Cabinet Office**  
Online Marketing Manager  
**Cancer Research**  
E-marketing Manager  
**Chelsea Building Society**  
CRM Manager  
**Chelsea Football Club**  
Campaign Manager - Interactive  
**Cnet Networks**  
Marketing Manager  
**Compbase**  
Editor-in-chief  
**Condé Nast Interactive**  
New Media Manager  
**Corus Group Plc**  
Manager Website Products  
International  
**Delta Air Lines**  
Online Sales Operations Director  
**DHL Express**  
eBay & Affiliate Sales  
**Dial-A-phone**  
E-Commerce Manager  
**Direct Line**  
Direct Marketing Manager  
**Easyjet**  
Marketing Director  
**Easymobile Limited**  
Director Corporate Development  
**eBay**  
Marketing Director  
**eBay**  
CEO  
**E-consultancy.com**  
President  
**E-consultancy.com**  
Marketing Manager  
**Emap**  
E Campaign Manager  
**Emap Active Ltd**  
Digital Marketing Manager  
**Emap Consumer Media**  
Managing Director  
**Emap Consumer Media**  
CRM Manager  
**EMI Music**  
New Media Programme Manager  
**Environment Agency**  
E-Business Project Manager  
**Epson Europe**  
CRM & Web Manager  
**Estee Lauder Cosmetics**  
Director  
**Fairway travel**

Director of Play  
**Firebox/MindCandy**  
Revenue Generation Manager  
**First Choice Holidays**  
Chief Commercial Officer  
**FlyBe**  
Digital Marketing Manager  
**FlyBe**  
Head of Commercial Product  
Development  
**Ft.com**  
Online Marketing  
**Game Stores Group Ltd**  
Marketing Manager  
**Getmapping**  
UK Marketing Manager  
**Getronics UK Ltd**  
Marketing Manager  
**Guardian Media Group**  
Operations Director  
**Guardian Media Group**  
Ecommerce Manager  
**Guardian/Observer Newspapers**  
Channel Development Manager  
**Halfords**  
Head of E-Channel Development  
**HBOS**  
Online Marketing Manager  
**HBOS**  
Customer Acquisition Manager  
**Hitachi Capital**  
Head of B2B Marketing  
**Hitachi Capital**  
Head of New Media  
**Homechoice**  
Marketing Manager  
**HSBC Bank Plc**  
Channel Marketing Manager  
**Hutchison 3g UK Ltd**  
CEO  
**IAB - Interactive Advertising Bureau**  
Online Development Manager  
**IDG**  
Online Marketing Manager  
**IDG**  
Direct Marketing Manager  
**International Herald Tribune**  
Marketing Manager  
**IPC Media Ideal Home Magazine**  
Online Web Manager  
**J Sainsbury**  
Internet Manager  
**Jaguar Land Rover**  
Account Director  
**Jaguar Land Rover**  
Web Development Manager  
**John Lewis Partnership**  
Marketing Director  
**Lego**  
Corporate Web Strategist  
**Lincolnshire County Council**  
Director of ECRM  
**Littlewoods Shop Direct Group**  
Manager Online Channels  
**Lloyds TSB Plc**  
New Media Manager  
**London Fire Service**  
E-Commerce Manager  
**Marriott International**  
New Media  
**Metropolitan Housing Trust**  
Email Marketer  
**MFI UK Limited**  
EMEA Marketing  
**Microsoft**  
Online Marketing Planner  
**Mothercare**  
General Manager  
**MSN UK**  
Vice President, Sales Operations  
**Myspace UK Ltd.**  
New Business Manager  
**National Geographic**  
CEO  
**Navio**

Corporate Communications  
**Nec Europe Ltd**  
Affiliate Marketing Consultant  
**Norwich Union**  
Marketing Manager  
**Ntl:telewest**  
Online Retail Manager  
**Ntl:telewest**  
Head of Customer Experience  
**O2**  
Web Strategy  
**Ordnance Survey**  
Marketing Manager  
**Oxford University Press**  
E-Commerce Manager  
**Panasonic**  
Business Development Manager  
**PMD Healthcare**  
Web Manager  
**Powergen**  
Online Metrics Analyst  
**Pricewaterhousecoopers**  
Online Marketing Manager  
**Privilege**  
Brand Identity Officer  
**Prudential Plc**  
Marketing Director  
**Realnetworks**  
Digital Marketing Manager  
**Royal Bank Of Scotland**  
Head of Future Development  
**Royal Bank Of Scotland Plc**  
Head of E-Commerce  
**J Sainsbury**  
Head of E-Commerce  
**Screwfix Direct**  
Online Specialist  
**Sony Europe**  
E-Commerce Manager  
**Standard Life**  
EMEA E-Commerce Manager  
**Sun Microsystems**  
E-Commerce Manager  
**Superdrug Stores Plc**  
E-marketing Manager Emea  
**Syantec**  
Marketing  
**Thames Water**  
Web Communications Manager  
**Thames Water**  
Head of E-Commerce  
**The Caravan Club**  
Online Marketing Manager  
**The Move Channel**  
Director  
**Thornton and Baines**  
Online Marketing Manager  
**Three Six Five Tickets Ltd**  
Online Marketing Manager  
**Time Warner Book Group UK**  
Buyer  
**Timepieces International**  
Direct Marketing Manager  
**UNICEF**  
Business Development Manager  
**Universal Music Group**  
Director of Communications  
**University of Wales Bagnor**  
E-Commerce Marketing Analyst  
**Virgin Money**  
Head of New Media Strategic  
Development  
**Virgin Radio**  
Online Project Manager  
**Visit Britain**  
CRM Manager  
**Visitbritain**  
Database & E-Commerce Manager  
**Volvo Car UK Limited**  
Campaign Manager  
**Wanadoo**  
Marketing Manager  
**Weight Watchers.co.uk**  
Regional Sales Director  
**Yahoo! Search Marketing**

Partners:

