



31 October 2005

The Who's Who of ICT suppliers to speak at East Midlands Expo

Technology and eBusiness Expo organiser, the East Midlands Development Agency (*emda*), has announced an impressive list of speakers for the event being held at the East Midlands Conference Centre in Nottingham on Wednesday 30th November.

Included in the line up are national and international players from the Information and Communication Technology (ICT) world: Google, BT, Hewlett Packard, Cisco Systems, Overture, Interactive Advertising Bureau and Cordless Group.

Representatives from each company will be offering their expertise to an audience to be made up of East Midlands small business owners in two key note seminars.

The first of these will take place between 9 and 11.30am on the subject of eMarketing Evolution. The session will be led by Danny Meadows-Klue of Interactive Advertising Bureau. Danny is a leading figure in the internet industry since 1995 and previously brand manager of the UK's first online newspaper, Telegraph.co.uk.

Joining Danny on stage will be David MacDonald, head of retail at leading search engine, Google. From his extensive experience of the online retail industry, David will explain how businesses can increase their sales by driving traffic to their websites. Finally, Richard Firminger, sales director of Overture UK will be the third speaker at this session and will provide an insight into sponsored search campaigns for internet sites.

The second key note seminar will run from 1 until 3.30pm and will explore Emerging Technology Solutions. Philip Ross, chief executive of Cordless Group, editor of Unwired and published author, will explain how companies can use new technologies to gain a competitive advantage to drive their business forward.

Commenting on the proposed seminar, Mr Ross said: “The technology we’ll be discussing has the potential to change established business models, processes and cost base as well as provide competitive advantage and new opportunities for commerce. Through this presentation we hope to drive the message home to businesses that their adoption of technology is crucial if they are to survive in the future.”

Philip will also introduce presentations from BT, Hewlett Packard and Cisco Systems who will showcase some of the latest ICT products and provide technical demonstrations.

These key note seminars are just two of the activities taking place at the Technology and eBusiness Expo. As a whole, the day will provide a unique opportunity for small and medium-sized enterprises (SMEs) in the East Midlands to attend workshops, network, receive one-to-one eBusiness advice and to pick up information on everything to do with ICT.

Alan Sribljanin, ICT policy advisor at *emda*, said: “I think it’s testament to how important ICT is for business development that companies of this calibre are willing to offer their advice at the Expo to help smaller, regional enterprises develop.

“Technology is changing the rules of business with little evidence that this will slow any time in the future. If we want to prosper as a region and are serious about wanting to improve productivity our businesses need to embrace technology but they need to have a clear understanding of what they need to consider and what their return on their investment will be. The Expo aims to address this by providing as much information as possible to help SMEs grasp the concept of ICT and put it into practice for their business.”

The Technology and eBusiness Expo is part of the *emda*’s eBusiness Club initiative – funded under the European Regional Development Fund (ERDF) Innovative Actions Programme. This programme aims to address the issues surrounding the limited levels of eAdoption in the region, highlighted in a recent *emda* survey, and help businesses make the most of the opportunities and resources available to them.

Tickets for the day are completely free and can be booked by logging on to www.ebusinessclub.biz/expo. Further information on the Expo is also available from local Business Links on 0845 600 9006.

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For further information please contact Catherine Keep at Willoughby PR on 0115 924 7132/07791 027 070 or email catherinek@willoughby-pr.co.uk

Note to editors

The East Midlands Development Agency was set up in 1999 to bring more jobs and skills to the region and to make the East Midlands a better place to live and work. By 2010 *emda* wants the East Midlands to be one of the top 20 regions in Europe. The latest figures from Eurostat show the East Midlands is already well on its way, moving from 35th to 28th place out of 71 European regions.

Ref: I/emda/ebusiness/expo/Seminars 31.10.05 (final).doc