

Chartered Institute of Marketing Partners with Webcom 2001.

Submitted by: CMP Europe Events

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CIM members can qualify for Continual Professional Development hours through attendance of eBusiness Conference

Webcom 2001, in association with the eBusiness Conference and as the UK's leading eBusiness exhibition, has secured the support of The Chartered Institute of Marketing (CIM), the world's largest professional body for marketing. The agreement with CIM allows its members to qualify for one hour's Continual Professional Development (CPD), which leads to Chartered Marketer status, by attending a session of the world-renowned eBusiness Conference.

The Chartered Institute for Marketing works with the marketing profession, government, industry and commerce to develop greater awareness and understanding of marketing as a key driver of business success.

E-business and web development is falling more into the remit of the marketing department, and by working with CIM, Webcom ensures that the very professionals who are driving e-business forward are being supported. As well as this, marketing as a function can derive huge benefits from using the web – streamline business processes, find new customers in new markets, build lasting relationships with customers, reduce costs, increase response rates and turn customer data into business intelligence. By attending Webcom 2001, marketers can learn about these new technologies and build better marketing business strategy and processes.

"Webcom 2001 is delighted to be teaming up with CIM", said Carl Wichman, Event Director, Webcom 2001. "Marketing as a function is increasingly being empowered with developing the web strategy in organisations, and it is through working with CIM that we ensure we are offering the right solutions and the right education to this highly informed audience."

Claire Forbes, spokeswoman for CIM said: "Knowledge of e-commerce and the impact of the web is not an option for marketers in today's competitive environment. We are delighted to be supporting Webcom 2001 as part of our wider programme to help marketers keep one step ahead on e-commerce issues."

Notes to Editors

(1) If you would like to find out more information or to register for Webcom 2001 please visit the website at <http://www.web-com.co.uk>

or call 0870 7511 499

About CMP Europe Ltd

CMP Europe Ltd. has more than 20 years of experience in producing industry leading, business-to-business

events and publications that reflect the rapidly changing and diverse market of IT. The Company remains at the forefront of the industry by continuously developing existing events and adding new products to its portfolio. CMP's current successful events and publications in the UK include Com Europe and Call Centre Focus Magazines and Networks telecom, Webcom, GIS and Call Centre Expo, Technology For Marketing and eBusiness Convention events.

CMP Europe Ltd is a leading provider of business to business marketing services and information to the hi-tech markets of IT, electronics and games. The expanding range of events, publications and on-line services benefit from CMP's strong industry focus and, as part of CMP Media Inc, a unique global and regional reach. CMP Europe was formerly the IT, electronics and games interests of Miller Freeman UK. Further information about CMP Europe can be found at <http://www.cmp-europe.com>

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About the Chartered Institute of Marketing (CIM)

The Chartered Institute of Marketing (CIM), the world's professional body for marketing, was established in 1911 and was granted Chartered Marketer Status for qualified members in 1998.

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