

# TEAMWARE OVERALL SPONSORS OF THE PPAi INTERACTIVE PUBLISHING CONFERENCE & AWARDS 2001

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Millennium Mayfair, Grosvenor Square, London W1

Tuesday 9th October 2001

Teamware Group, a Fujitsu subsidiary, today confirmed its position as overall sponsor of the PPAi Interactive Publishing Conference & Awards 2001. Organised by The Periodical Publishers Association, the event, now in its second year, is for professionals involved in the interactive publishing industry. It aims to show publishers how they can take the industry to a higher level through the delivery of content over the Internet and understanding its commercial value.

“Teamware is relatively new to the publishing sector and by sponsoring this event we are highlighting our intention to become recognised leaders and innovators in the marketplace. Our Teamware PI@za solution is ideal for the SME publisher wanting to understand and cultivate their subscribers base,” comments UK Director of Sales and Consultancy for Teamware, Mike Walker.

Industry leaders will examine the four core publishing disciplines of editorial, subscriptions, marketing and commercial in a series of keynote presentations including ‘Proving the power of the Internet’ and ‘Raising the value of content’. “These four components, coupled with a vision of technology, form the foundation of the Teamware proposition in this market,” explains Walker. Teamware PI@za is a set of Internet services integrated into an application platform. It provides Web design, content management and community building for online publications.

Following the conference will be the Interactive Publishing Awards 2001. Sponsored by Teamware, these awards will showcase interactive excellence and will be presented for, best innovation, best integration of media and best interactive publisher 2001.

For more information about the conference and awards please visit:

<http://www.ppa.co.uk/events/ppaiconference>

## About Teamware Group

Teamware Group develops, markets and supplies software products and services designed to facilitate human networking and create prosperity through web communities. Teamware is a wholly owned subsidiary of Fujitsu Limited, a leading provider of Internet-focused information technology solutions for the global marketplace. It operates through Teamware Interactives in Europe and USA as well as the Fujitsu network

worldwide.

For more information on Teamware, please visit our home pages at <http://www.teamware.com>

#### Editor's Contacts

Interviews, market data, demonstrations, photography/screen shots and information on all Teamware products and services are available from Graham Thatcher/Juliette Doel at MCC International.

Graham Thatcher/Juliette Doel  
MCC International Ltd  
Tel: 01962 888100  
Email: [graham.thatcher@mccint.com](mailto:graham.thatcher@mccint.com) / [juliette.doel@mccint.com](mailto:juliette.doel@mccint.com)