

Technology For Marketing 2003 celebrates its 2nd consecutive year of record double-digit growth!

Submitted by: CMP Europe

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Technology For Marketing 2003 (TFM 2003) saw a record breaking 4,635 attendees (1) attend what is now recognised as the only dedicated UK event for marketing-related, customer focused technologies. With the addition of the two new focus areas of Technology For Customer Service (TFCS) and Technology For Sales (TFS), the event also reinforced its position as the UK's definitive CRM (Customer Relationship Management) event. TFM 2004, incorporating TFCS and TFS will be held in The National Hall, Olympia, London on 10-11 February 2004.

TFM 2003 increased its pure visitors by 20.34%, increased the number of exhibitors by 22% and increased its total attendance by 19.39% (2) compared to the 2002 event. More than 70% of visitors listed marketing as their core area of interest, and 69% of visitors were from a managerial level or above (3). Other areas of interest included e-marketing (53.04%), CRM (44.97%), web/Internet marketing (43.11%), databases/data management (36.04%), business intelligence (31.87%), e-commerce (31.46%), data analysis & profiling (30.75%) and new media marketing (30.12%) (4). The event also rebooked 70% of the floor space for the 2004 event.

Since its launch in 2001, TFM has seen substantial, double-digit growth year on year (5). It played host to more than 25% of exhibitors launching new products and services over the two days. It also showcased its most comprehensive lineup yet of educational features, including the Learning Zone, the Advice Centre, free daily Keynote Sessions and the Call & Contact Centre Pavilion.

The Learning Zone, consisting of two seminar theatres running case-study led presentations, was constantly overflowing with visitors wanting to hear industry leaders discuss the latest topics including CRM, email marketing, mobile & internet marketing, marketing automation, data analytics, customer intelligence, contact centres, lifestyle data, campaign management and more. The daily Keynote Sessions saw experts from across relevant associations, suppliers and publications interlock in lively debate regarding 'What is the future of CRM?' in front of approximately 200 people per day.

Mark Snell, Portfolio Director reflected, "An astounding 2 days. We always knew that TFM's clear focus meant that this year's event would go well, but it has surpassed everyone's expectations. Two years of consecutive, double-digit growth in both exhibitors AND attendees is in sharp contrast not only to the results of our competitors but also the B2B events market in general. What's more, the additional focus on related customer and sales technologies has added considerably to the TFM visitor and exhibitor experience. TFM was already the UK's only dedicated marketing technology show, but now it has also become the UK's de facto CRM event."

An example of the feedback to date from a TFM 2003 exhibitor on the quality and quality of visitors and the amount of leads generated speaks for itself:

"We're still closing business from the excellent quality leads picked up at TFM 2002. At this event (TFM 2003) we've got more leads on the first day alone than during the whole event last time. That's proof for us that TFM just gets better each time." Marcus Potts, Managing Director, Maximizer Software Ltd.

"By attending Technology For Marketing 2003, Care Business Solutions met lots of key people and new business. The visitors to our stand knew more about the technologies and products they were looking for, and were the right kind of people for our business. We also had an over-whelming turn out to our seminar presentation. We just couldn't believe the number of people listening to our presentation, there were people even standing in the aisles! In turn, it drove people to our stand - we are delighted with such a fantastic, positive response. TFM is definitely a must for 2004."

Ben Belassie, Sales Consultant, Care Business Solutions.

"The TFM event was great, possibly the best show I have ever done - we signed business right off the stand which I have never done before, high quality and good volume turnout."

David White, CEO, Weboptimiser Limited

"Technology For Marketing proved once again to provide the right target and profile of audience smartFOCUS were looking to meet. Not only was there a good quantity of people visiting our stand, but the quality was of a very high calibre. The people we spoke to wanted to learn and be educated about technology for marketing people - just what the event's about!"

Emma Chablo, Marketing Director, smartFOCUS

"TFM 2003 was a fantastic success for Espotting Media. As was the case is past TFM shows, visitor quality was excellent, and at this stage it seems that the 2003 show will be our most successful yet.

Espotting's objectives for TFM were twofold; increasing brand awareness and driving customer acquisitions, and on both accounts the show outperformed our expectations."

Alexis Sitaropoulos, Marketing Manager, Espotting Media

"What a fantastic event! CheetahMail met with many high quality visitors who are just right for our business. We will be back at TFM 2004 bigger and better as a quantifiable result of the successes we achieved here this year. The professionalism of the event organisation is testament to the success of Technology For Marketing 2003."

Denis Sheehan, Chief Operations Officer, CheetahMail UK

Notes to Editors

1. Subject to Audit Bureau of Circulation Audit (ABC Audit) - the leading independent auditors for the exhibitions industry.
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3. Visitor demographics taken from onsite data.
4. Visitor areas of interest taken from onsite data.
5. Launched in 2001, TFM 2001 attracted 3328 attendees (ABC Audited) and 82 exhibitors. TFM 2002 attracted 3,882 attendees (ABC Audited) and 114 exhibitors.

About CMP - IT & Games Division

CMP's IT & Games Division has more than 20 years of experience in producing industry leading, business-to-business events and publications for these high-tech markets. CMP's current successful products within this division include: CCF (Call Centre Focus) magazine; Networks for Business, GeoSolutions, GeoNorth, Technology For Marketing incorporating Technology For Customer Service and Technology For Sales, Call Centre Expo UK, Call Center Expo Europe, ECTS, SCoRE and GDCE events; The Call Centre DataFile, Call Centre Management Yearbook, CMP Intelligent Marketing, CMP Interactive events, the Call Center Media Portal and CMP PR Audit.

Press Contact: Toni Cullen, Tel: +44 (0) 20 8987 7617, tcullen@cmp-europe.com