

# Visitors to TFM 2004 to Learn from The Google University

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London, 2 February, 2004. Technology For Marketing 2004 (TFM 2004), the UK's only dedicated event for marketing-related and CRM technology, will this year provide visitors with access to 200 of the industry's leading solution providers, covering all the key marketing-related and CRM technologies. One of the key events taking place this year will be The Google University, hosted by Google, the developer of the award-winning Google search engine.

Visitors at TFM 2004 will be able to attend The Google University's free sessions on keyword advertising. Taking place on 11th February 2004, the second day of TFM 2004, The Google University will be located in the Club Room on the Gallery Level of The National Hall, Olympia, London.

Kate Burns, UK MD of AdSales, who is hosting the Google University explains what delegates can expect: "Search advertising is the most cost effective way to market your business online, drive traffic to your site and generate leads. We will show attendees how to deliver meaningful leads to your business, what the key criteria are in developing a campaign, how to design your search ads to deliver the best results and how to get an effective return from your online investment."

TFM 2004, incorporating Technology For Customer Service and Technology For Sales will include:

- Customer Relationship Management,
- Customer Data & Analysis,
- Customer Contact & Interaction,
- New Media & Web and
- Email & Mobile Technologies.

Once again incorporating Technology For Customer Service and Technology For Sales, TFM 2004 will incorporate educational features, including over 30 free seminar sessions, free independent advice and free daily keynote sessions. Professionals with either a non-technical or technical background will be able to source integrated technology, CRM and marketing solutions within a jargon free environment.

"TFM 2004 is the UK's only event where marketing, customer service and sales professionals can identify practical business solutions through the use of marketing-related information and communication technologies," commented Phil Hunter, Event Director. "By attending TFM 2004, visitors will have the

unique opportunity to learn & understand how technology and marketing can be integrated to achieve their business and marketing objectives more successfully.”

The Google University sessions will take place at either 10.15am or 11.30am on Wednesday 11th February 2004. Email [tfm@google.com](mailto:tfm@google.com) to book your session on lead generation search advertising. For further information about TFM 2004, or to register for free entry, please visit [www.t-f-m.co.uk](http://www.t-f-m.co.uk)

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Notes to Editor:

#### About Google

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program, which is the largest and fastest growing in the industry, provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout North America, Europe, and Asia. For more information, visit [www.google.co.uk](http://www.google.co.uk) .

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#### About Technology For Marketing

Technology For Marketing 2003 won the Gold Award for 'Best Exhibition Marketing Campaign' at the 2003 Event Awards, and the Silver Award for 'Best New Exhibition' at the Marketing Event Awards in 2001. TFM 2003 increased its pure visitors by 20.34%, increased the number of exhibitors by 22% and increased its total attendance by 19.39% compared to the 2002 event. 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. Sponsored by Alterian\*, TFM 2004, incorporating TFCS & TFS, will be held at The National Hall, Olympia, London, UK from the 10-11 February 2004. For more information & to register for free entry into Technology For Marketing 2004, please visit: [www.t-f-m.co.uk](http://www.t-f-m.co.uk).

#### About CMP Information

CMP Information is the UK headquartered professional media division of United Business Media plc.

Operating in the UK, US, Asia and Europe, CMPi delivers integrated media solutions to specialist B2B vertical market sectors. Its products including magazines, exhibitions, conferences, awards, directories and websites are targeted at business professionals across a focused range of markets; these include Healthcare, Property, Entertainment, Travel, Agriculture, IT & Games and Print.

Amongst its well-established brands are industry leading publications including Pulse, Travel Trade Gazette, Building Design, Property Week, Building, Music Week, and Chemist & Druggist. It also has a number of exhibitions recognised as the pre-eminent events in their respective market sectors. These include CPhI, FIE, The Furniture Show, ATC, Confex and IFSEC.

CMPi has recently completed a number of acquisitions to strengthen its media portfolio for the built environment, these included acquiring the remaining 50% of Property Media, the publisher of Property Week in April; the acquisition of the interior Design Handbook in May; and the purchase of the Builder Group and Barbour Index in July, the best-known names in publishing and information services for the building, architects and facilities management sectors. These acquisitions totalled over £83m and have propelled CMPi to the leading media company in the built environment sector.

In the first half of 2003, CMPi's revenues totalled £58.7m.

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