

Industry Experts to Debate the Importance of CRM at TFM 2004

Submitted by: CMP Information Ltd

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London, 5 February, 2004. Visitors at Technology For Marketing 2004 will hear from industry experts from trade associations, publications and suppliers as they debate the importance of CRM at the free daily keynote sessions. TFM 2004, the UK's only dedicated event for marketing-related and CRM technologies, will take place on the 10-11 February 2004, at The National Hall, Olympia, London, UK.

Hosted by Paul Cooper, New Business Director of the Institute of Customer Service, the free daily Keynote Sessions will provide a unique opportunity for the audience to ask questions and challenge a panel of leading industry experts. The panellists will include:

Luke McKeever, Commercial Director, Alterian

David Hood, Chairman, CIMTech

Mark Turner, Editor, Customer Relationship Management magazine

David Wright, Director, Institute of Sales & Marketing Management

Marcus Robbins, Consulting Director UK, Onyx Software

Simon Warman-Freed, VP, Sales & Marketing EMEA & smartFOCUS Partner Manager

Richard Forsyth, Director, Insight Exec

Clive Humby, CEO, dunnhumby

James West, Editor, Customer Service News

The sessions, free to visitors at TFM 2004 will take place both days from 13:00 - 14.00 in the Apex Room, The National Hall, Olympia, London, UK. The session on Tuesday 10th February will focus on how to "Optimise CRM by uniting marketing, customer service and sales through technology", and the discussion on Wednesday 11th February will look at "Measuring and maximising the ROI of your CRM strategy".

"CRM and the delivery of excellent customer service is of paramount importance to organisations regardless of their target audience," explains Kate Watts, Conference Manager, TFM 2004. "By attending these free keynote debates at TFM 2004, delegates will be able to hear the views and opinions of key spokespersons in this field."

Audience members can also pose questions or suggest discussion topics in advance by emailing the Conference Manager, Kate Watts at kwatts@cmpinformation.com

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.

For more information regarding the Keynote Sessions & the event itself, or to pre-register for free entry to Technology For Marketing 2004, please visit: www.t-f-m.co.uk or call +44 (0) 870 429 4652.

-ENDS-

Notes to Editors:

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.

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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