

smartFOCUS to Host Internet Café at Technology For Marketing 2005

Submitted by: CMP Europe

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8-9 February 2005 @ The National Hall, Olympia, London

London, 15 December, 2004. Visitors to Technology For Marketing 2005 will be able to explore the latest marketing-related and CRM technology products & services whilst maintaining contact with the office, due to the Internet Café, hosted by smartFOCUS, a leading provider of intelligent marketing solutions. TFM 2005, the UK's premier event for marketing-related and CRM technology solutions will take place from 8-9 February 2005 at The National Hall, Olympia, London.

"It's always difficult to justify time away from the office, but in order to stay ahead of the competition and to ensure you make the right investments in technology it's essential that you explore all the possible solutions and TFM 2005 enables you to do just that in an easy way," explains Emma Chablo, marketing director, smartFOCUS. "The Internet Café will give visitors the chance to explore the products and services from 200 of the leading vendors without losing contact with the office."

Once again incorporating Technology For Customer Service and Technology For Sales, TFM 2005 will incorporate 200 leading suppliers and a host of educational features, including 48 free seminar sessions 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.

The variety of features available to visitors of TFM 2005 includes:

- 200 leading industry vendors - Including Siebel, smartFOCUS, MapInfo, Vodafone Target, IPT Services, D&B, Google, SPSS, Hitwise, Ebiquita and RightNow Technologies.
- The Learning Zone - a series of 48 free seminars including practical case studies tailored to the audience of marketing, customer service and sales professionals. The Zone will feature four individually themed seminars 1) Customer Relationship Management 2) Database Marketing & Marketing Analytics 3) Customer Contact Solutions 4) Email, Mobile & Web Marketing.
- New for 2005, the Daily Keynote sessions, running during lunchtime at TFM, will this year feature a leading industry guru on each day of the show. Running from 1pm-2pm in the Conference Gallery, visitors at TFM 2005 will be able to attend these sessions free of charge.

On Day 1, Dave Chaffey, a leading e-marketing author and provider of Internet marketing training courses and Internet marketing consultancy will present Improving e-Marketing Performance: Using modeling, optimization and automation to enhance results from e-marketing campaigns.

On Day 2, Seán Kelly, author of the best-seller, Data Warehousing - The Route to Mass Customisation, will cover data warehousing, data mining and customer profiling in a succinct one-hour session, Extracting Intelligence from Customer Data.

The smartFOCUS Internet Café will be available free to all visitors of Technology For Marketing 2005 and will be located on the show floor. For further information on the show, or to register for free entry please visit www.t-f-m.co.uk <<http://www.t-f-m.co.uk>> or call the visitor hotline on +44(0)870 429 4652.

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Notes to Editor:

About Technology For Marketing

TFM 2004 was shortlisted for the 'Best Business Exhibition' award at the 2004 Event Awards and TFM 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 2004 increased the number of total attendees to 4,944 (ABC Audited). TFM 2005, incorporating TFCS & TFS, will be held at The National Hall, Olympia, London, UK from the 8-9 February 2005. For more information & to register for free entry into Technology For Marketing 2005, 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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About smartFOCUS

smartFOCUS is a publicly quoted UK based company working from offices in Bristol and USA. Our employees are experts in data, marketing and technology. We develop, sell and support a portfolio of leading data integration, descriptive and predictive analysis and campaign planning, management and marketing automation solutions that integrate to deliver Intelligent Marketing.

A large number of leading global companies including Procter & Gamble, Lloyds TSB, Avis, The Carphone Warehouse, David Lloyd Leisure and The Guardian have integrated smartFOCUS Intelligent Marketing solutions at the heart of their marketing and CRM strategies. As a result they continuously maximise

customer insight and intelligence to acquire, retain and grow profitable customer relationships and improve return on marketing investment.