

Delegates to Learn About Customer Contact Solutions at Technology For Marketing 2005

Submitted by: CMP Europe

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London, 26 January, 2005. Visitors at Technology For Marketing 2005 will learn how to manage their customer contact strategy and to interact more effectively with their customers through a series of free seminar sessions in a seminar theatre dedicated to Customer Contact Solutions. Taking place from 8-9 February 2005 in The National Hall, Olympia, Technology For Marketing 2005 is the UK's premier event for marketing-related and CRM technology solutions.

Located on the TFM 2005 show floor, The Learning Zone will feature 4 themed seminar theatres:

Theatre 1) Customer Relationship Management

Theatre 2) Database Marketing & Marketing Analytics

Theatre 3) Customer Contact Solutions

Theatre 4) Email, Mobile & Web Marketing

The Learning Zone will feature 48 free seminar sessions that will demonstrate how to successfully integrate marketing, customer service and sales functions for profitable customer communication.

The dedicated Customer Contact Solutions theatre, sponsored by Call Centre Focus magazine, will feature the following seminar sessions:

- Intelligent decision management within the contact centre
- Presented by Chordiant

- Killer sales presentations
- Presented by m62

- The Mobile Channel - the ultimate in multimedia customer contact
- Presented by Vodafone Target

- How Egg increases customer retention through automated feedback programme
- Presented by Egg & Confirmit

- Serve up the answers to win and retain customer sin the online landscape
- Presented by Transversal & Fujifilm UK

- TPS: Tiptoeing through the minefield and why it's worth the effort
- Presented by CM Insight

- Taking mobile marketing in-house to build a next-generation marketing solution
- Presented by Enpocket & Orange

- 'What technology is available? What are the benefits? And how can it be added to my contact

centre?’

- Presented by Brittanic Technologies

- Salesforce automation - engaging the sales team
- Presented by Profita

- Driving customer behaviour through customer service automation
- Presented by PeopleSoft

- CRM success stories in membership organisations
- Presented by CIBER

“This year, due to popular demand we have increased the Learning Zone to feature 4 seminar theatres, each with a specific theme,” explains Simon Mills, Event Manager, TFM 2005. “Visitors to the Customer Contact Solutions theatre will be able to learn how to manage their customer contact strategy using the latest contact & customer management software, salesforce management tools and through call & contact centres, to interact more effectively with their customers.”

For further information on Technology For Marketing 2005, or to register for free entry then 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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