

Visitors to TFM 2005 to Learn from The Google University

Submitted by: CMP Europe

Monday, 31 January 2005

London, 21 January, 2005. Visitors to Technology For Marketing 2005, the UK's premier event for marketing-related & CRM technology solutions, will discover the power of search advertising at the Google University. Free to visitors of TFM, The Google University will take place in the Apex Room, on the Gallery level during the morning of Wednesday, 9 February, the second day of the exhibition.

Kate Burns, UK MD of AdSales and Operations, Google, explains what delegates can expect: "Search advertising is the most cost-effective way to generate leads and build your business online. Whatever the size or location of your business, Google AdWords can send thousands of targeted leads your way. Whether you are a search advertising beginner or you run your own campaigns Google will run a University at TFM 2005 that is specifically tailored to your needs."

Beginners Google University

9 February, 10.15am

The Google University for beginners will demonstrate how to deliver meaningful leads to your business. Explain the key criteria involved in developing a campaign. Show how to design search ads to deliver the best results. How to generate an effective return from your search investment.

Advanced Google University

9 February, 11.30am

This session is for those with an intermediate to advanced level of knowledge within search advertising. The advanced Google University will give you an overview of: Google AdSense For Search and Google For Content, Smart Pricing, Regional Targeting, Image Ads, Campaigns Enhancement Tips and Google's conversion tracking.

Technology For Marketing 2005, incorporating Technology For Customer Service and Technology For Sales, will present 200 exhibitors and incorporate comprehensive educational features, including 48 free seminar sessions and free daily keynote sessions. Whether visitors are involved in marketing, customer service, sales, IT or corporate management, are a new user investigating marketing-related & CRM technology for the first time, or more experienced and tackling the latest developments, Technology For Marketing delivers all the solutions, including: Customer Relationship Management; Database Marketing & Marketing Analytics; Customer Contact Solutions; Email, Mobile & Web Marketing.

"TFM 2005 is the one event that unites marketing, customer service and sales departments with all the latest information and communication technologies, both product and service," commented Simon Mills, Event Manager. "By attending TFM 2005, visitors will discover all the major technologies, both product and service that will help them to better understand, target, reach and interact with their customers."

For further information, or to register for further entry then please visit www.t-f-m.co.uk or call the visitor hotline on 0870 429 4653.

-ENDS-

Notes to Editor:

About Google Inc.

Google is a global technology leader focused on improving the way people connect with information. Google's innovations in web search and advertising have made its website a top Internet destination and its brand one of the most recognized in the world. Google maintains the world's largest online index of websites and other content, and Google makes this information freely available to anyone with an Internet connection. Google's automated search technology helps people obtain nearly instant access to relevant information from its vast online index. For more information, visit <http://www.google.com>.

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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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