

More than 1,600 marketers to discuss joined up marketing and PR at JUMP conference

Submitted by: Econsultancy

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Nearly 100 speakers and representatives from the UK's top marketing industry bodies to attend event at Old Billingsgate on 13th October

London, 12th October 2010 – The first ever JUMP (<http://cometojump.com>) conference, to be held at Old Billingsgate, London on 13th October 2010, officially sold out yesterday with more than 1,600 marketers due to attend. The event, organised by Econsultancy (<http://econsultancy.com>), brings together the UK's leading associations from across the marketing spectrum - AOP, DMA, IAA, IDM, IPA, IPM, ISBA, MMA, the Marketing Society and PRCA - for the first time to discuss, debate and promote the idea of joining up online and offline marketing.

Nearly 100 speakers and panellists representing some of the UK's top brands will address the conference, including Jonathon Brown, Head of Online at John Lewis; Paul Say, Head of Marketing at first direct; Tim Wade, Head of Marketing and Ecommerce at Best Western Hotels, Mark Lund, CEO at COI and Louise Mullock, Head of Online Sales & Marketing at BSkyB / Sky.com.

Ashley Friedlein, CEO at Econsultancy: "The overwhelmingly positive reaction we've had in the build up to JUMP is proof this is a subject that has hit a spot in the industry. The broad range of speakers represent a range of industries and will be delivering their own perspectives on the theme of how to achieve excellence in joined-up marketing."

Delegates include top level marketers from some of the UK's leading companies including Argos, B&Q, BBC, Boots, British Airways, BSkyB, Nokia, Tesco, TUI, Cancer Research, CNN, Vodafone, Coca Cola and Dell.

In the survey registrants completed when signing up for the conference, only 45 per cent said they were "all joined up", suggesting there is still work to be done - but an appetite to do so. In the lead up to the event, participants in Econsultancy's blogger competition - #jumpchallenge (<http://econsultancy.com/uk/events/jump/news/6618-jumpchallenge-round-up>) - have also demonstrated the level of debate around the joined up marketing subject.

Richard Ellis, PRCA Communications Director said: "Marketing convergence is inevitable as the digital world has blurred the boundaries between advertising and PR. I'm really looking forward to hearing how this is going to change my role as a marketer and our members' roles as PROs at JUMP."

Chris Combemale, DMA Executive Director said: "Research conducted by the DMA consistently shows that integrating digital with offline channels strengthens the power of direct marketing to generate sales leads. Understanding how to combine the two effectively is vital for any marketer and brand. Conferences such as JUMP are important for pushing forward the development of our industry."

The JUMP event takes place on 13th October 2010 at Old Billingsgate, London. The standard registration fee is £895. To join the waiting list email info@cometojump.com. More information can be found at

<http://cometotjump.com>. Follow the event on Twitter using #JUMP.

JUMP 2011 will take place at the same venue on October 12th 2011.

Notes to editors:

About Econsultancy

Econsultancy is a community where the world's digital marketing and e-commerce professionals meet to sharpen their strategy, source suppliers, get quick answers, compare notes, help each other out and discover how to do everything better online. It was launched in 1999 and since then has grown to a dominant position in the digital marketing industry. Its website and blog attracts over 221,000 unique users per month and its range of training courses and conferences are attended by over 4,800 marketers every year.

Econsultancy's reports, events, online resources and training programmes help over 90,000 members make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

For more information, visit <http://econsultancy.com> or follow @econsultancy on Twitter

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