# Prompt Communications to sponsor TestExpo Spring 2011

Submitted by: Prompt Communications Ltd
Tuesday, 22 March 2011

---

- Tech PR specialists lead media efforts for London software testing exhibition event; Event sponsors include IBM, Quotium and Seapine Software -

London, UK - 22 March 2011 – TestExpo (http://www.testexpo.co.uk), the UK's leading exhibition event for software testers, has announced Prompt Communications as the PR and media sponsor for 'Automate and Innovate—the Road to Cost-Cutting' - its spring 2011 event to be held this week on Wednesday, 23 March at The Queen Elizabeth II Conference Centre in Westminster, London.

Media relations for the exhibition, which is free to attend, has been spearheaded with a blend of both traditional and social media outreach by Prompt Communications (http://www.prompt-communications.com).

Prompt was selected to lead TestExpo's Spring 2011 event after successfully completing over three years of work in press relations with the event's parent company, Sogeti UK (http://www.uk.sogeti.com) as well as supporting PR activities surrounding TestExpo during this time.

The tech PR agency (http://www.prompt-communications.com) is headquartered in Chiswick, London, UK and Boston, Massachusetts, US with West Coast offices in San Francisco, California.

Since its inception, TestExpo has hosted leading organisations and experts for wide-ranging discussions on the latest innovations and developments in quality assurance and software testing.  This spring's event will focus on how businesses can take advantage of the proven effectiveness of automated testing to enhance the speed, accuracy and results of software development - and to do this within budget.

The London-based team at Prompt, as the public relations sponsor (http://www.prompt-communications.com), will be leading a live simulcast of the closing discussion live via Twitter. IBM joins this spring's event as the premium sponsor, joined by some of the leading vendors in software testing, such Original Software, Quotium and Seapine Software, along with other prominent software testing companies.

Harreet Khara, event director for TestExpo (http://www.testexpo.co.uk) said: "TestExpo is the premier industry event and making sure we promote it properly and continue to ride the wave of excitement and momentum up to, during and after the event was the reason we brought Prompt on board. Their professionalism, expertise and creativity made the selection simple. We're pleased to have them as the sole agency for Sogeti UK and the entire TestExpo experience."

Hazel Butters (http://www.linkedin.com/pub/hazel-butters/4/700/377), CEO of Prompt Communications said: "Prompt prides itself as a leader in technology PR and our continuing relationship with Sogeti UK and TestExpo exemplifies that. It has been wonderful bringing ideas to promote the evolving software QA field and helping TestExpo keep its status as the preeminent event in the industry. We look forward to many more events to sponsor and service in the unique way that only we can."

Prompt will be onsite at TestExpo on Wednesday, 23 March in London to provide event support for the TestExpo teams, exhibitors and sponsors.

For more information about Prompt, visit http://www.prompt-communciations.com (http://www.prompt-communciations.com) today or email info@prompt-communications.com (mailto:info@prompt-communications.com) to schedule a free PR consultation with members of its Pan-European or US-based teams today.

Twitter: @PromptLondon and @PromptBoston
Blog: http://www.prompt-communications.com/blog (http://www.prompt-communications.com/blog)
Newsletter: http://www.prompt-communications.com/newsletter-sign-up (http://www.prompt-communications.com/newsletter-sign-up)

###

About TestExpo

Now in its 15th year, TestExpo is the premier conference and exhibition for professional software testers in the UK.  Free for attendees, TestExpo provides a learning and discussion forum for key testing and QA issues and challenges at its spring and autumn events.

Updates on further event sponsorship, exhibitors and news that will be announced at the event, as well as breaking news and trends in software testing and in the quality assurance industry, can be found on the TestExpo blog at http://blog.testexpo.co.uk (http://blog.testexpo.co.uk) and its Twitter feed @TestExpoUK #TestExpo

For information on sponsorship and speaking opportunities, exhibiting information, or general inquiries, contact Alex Goulding (alex.goulding@sogeti.com (mailto:alex.goulding@sogeti.com)) or Harreet Khara (harreet.khara@sogeti.com (mailto: harreet.khara@sogeti.com)).

For more information, visit www.testexpo.co.uk

About Prompt Communications

Founded in January 2002, Prompt Communications is a communications agency with European offices in Chiswick, London and US offices in Cambridge, Massachusetts and San Francisco, California. Prompt Communications offers expertise across all marketing disciplines, teaming its consultants' extensive knowledge of start-ups, technology market with experience of pan-European and American media, analyst and marketing campaigns. Using highly targeted marketing, PR, analyst relations, social media and corporate copywriting initiatives, Prompt helps its clients gain the visibility they need to achieve their business objectives, from increasing sales to enhancing reputation with stakeholders.

For more information, visit: www.prompt-communications.com

Media Contacts:

Rob Ramos or Sadia Chughtai

Prompt Communications on behalf of TestExpo

Tel: 0208 996 1653

testexpo@prompt-communications.com