

# IML LAUNCHES NEW WEBSITE

Submitted by: Brandnation Integrated Ltd

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IML Worldwide (<http://www.imlworldwide.com>), the global leader in harnessing audience insight, has now launched a comprehensive new website [www.imlworldwide.com](http://www.imlworldwide.com) which demonstrates the scale and scope of IML's web proposition and consolidates the content from its previous ten national sites.

The new site hosts universal material as well as regional content (translated) relating to each of the company's offices. The site automatically directs viewers to the material relevant to their geographical location.

The new website was designed and developed by the in-house technical and marketing teams at IML, is fully mobile compatible and includes access and interaction with major social media platforms. It also includes a new IML blog [www.HarnessingAudienceInsight.com](http://www.HarnessingAudienceInsight.com) which explores ways in which corporate events, conferences and meetings of all scales can generate return on investment through audience insight and feedback.

The new website is a fresh, media driven solution designed to reflect the importance of content creation and audience engagement at events of all sizes. The new site highlights IML's growing range of event interaction and consultancy services as well as detailing its award winning proprietary interactive event software and hardware solutions.

Richard Fisher CEO of IML says, "The new website reflects the way our business is evolving. Companies look to IML not only for meeting interaction but for the wealth of incredibly valuable data and audience feedback that our devices can provide. The ways in which our solutions can help deliver a good return on investment from meetings and events is clearly communicated through this new website."

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## About IML Worldwide

IML is the global leader in harnessing audience insight. Its award winning services capture and make sense of the rich content, discussion and interaction that is generated at meetings and events. Operating from 12 offices around the world, IML engages annually with over half a million people at more than 2500 business conferences, AGMs, charity auctions, training workshops and market research sessions - ranging in size from ten to ten thousand participants. IML is owned by Computershare.

Web: [www.imlworldwide.com](http://www.imlworldwide.com)

Blog: [www.HarnessingAudienceInsight.com](http://www.HarnessingAudienceInsight.com)