eBusiness Conference Announces Speaker Line-up & Conference Content

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London, 19 March 2001. The eBusiness Conference at Webcom 2001 has announced the educational and speaker line up for the world-renowned conference. The two-day Conference will include speakers from across the USA, UK and Europe who will discuss current issues surrounding "Customer focussed eBusiness", "Trading in an eMarketplace" and "The technical foundations of eBusiness".

The three distinctive tracks have been researched and developed to include the most current issues concerning the practical applications and execution of e-business in industry.   Roger Whitehead, Director of Office Features, and designer of the Conference programme explains "Last year's mass deflation of dotcom balloons has demonstrated that e-commerce is not exempt from the laws of gravity. eBusinesses need instead to first create a secure commercial and technical foundation. The necessary transformation into a marketing-led organisation can then take place with greater certainty of lasting success." He continues, "So, too, can the adoption of newer channels, such as electronic marketplaces, and newer technologies, like fixed and mobile wireless working. This year's eBusiness Conference at Webcom 2001, the fifth in the series, reflects these realities."

Track 1, 'The Customer Focused eBusiness' had been developed to discuss how Marketing is no longer the sole concern of the marketing department, and how it has become an integral part of the business process. Every employee, every function and every process must be aligned to serving the customer. This stream will look at vital issues such as:

- Who are your customers? What do they buy? Why do they choose you?

- Building individual relationships with your customers online

- Developing and building customer loyalty?

- Getting maximum value out of your contact with each customer?

Track 2, 'Trading in the eMarketplace' looks at the issues surrounding how eBusiness is not an 'old economy' organisation with a website. Nor is it a start-up dotcom. Today, it has to be an organisation with new ideas of how to trade and deal with customers.
This stream will teach you how to:

- Rethink structures and processes

- Develop supply chain and purchasing processes

- Exploit the rise of on-line auctions

- Manage the combination of "clicks and mortar"

This stream uses case studies and the experience of organisations that have successfully identified and dealt with this challenge.

Peter Chase, BBC Technology, is chairing the third and final Track, 'The Technical Foundation of eBusiness' over the two-day conference. This track will look at how information and communication technology is being driven forward at a bewildering pace - sometimes in unexpected directions. This stream deals with the technical challenges of being an eBusiness. Showing you how to:

- Take advantage of latest technical developments in eBusiness

- Integrate latest technology with existing infrastructure, and at speed

- Ensure data security and integrity

- And keep processes operational, around the clock

Leading industry experts have been chosen to present the comprehensive conference sessions.   They will give practical information and insight into real cases scenarios, and offer advice and solutions to these situations. Some of the key industry speakers include, Ralf Jeffery, Proxicom; Tanya Lawler, Sapient Ltd and Lars "Morre" Marelius; Roxen Internet Software. Each speaker will give practical information and insight at the conference sessions.

For Chartered Institute of Marketing (CIM) members, attendance to one Conference session will allow them to qualify for one hour's Continual Professional Development (CPD), which leads to Chartered Marketer status.

Notes to Editors

About Webcom 2001

Webcom 2001, in association with the eBusiness Conference is the UK's leading eBueinss exhibition and Conference.

For more information about the eBusiness Conference and Webcom 2001, please visit www.web-com.co.uk or call 0870 7511 428.

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