

PRESS RELEASE

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Market Location Sponsors Haymarket's Targeted B2B Marketing Event

Market Location are pleased to announce that they are sponsoring Haymarket's first business-to-business focused marketing conference. The "Targeted B2B Marketing" event takes place on 23rd February 2006 at The Café Royal, London.

This one-day event will show delegates how to compete more effectively by using precise data, carefully measured creativity, cutting-edge web technology and accurate customer profiling. It will equip them to not only differentiate their product in the eyes of key decision makers, but to convey its integral value in the process.

Top-level speakers will offer penetrative, real-life insights into how to capitalise on new technologies such as online developments, to connect powerfully with customers, find the right blend of different channels such as hospitality, direct mailings, the web and advertising to grow their business. They will also learn how to gain stand out from their competitors using the correct level of innovation and creativity to get noticed and appreciated as well as maximising their marketing budget to enhance both long and short term ROI. How to source quality data to segment the market and accurately connect with decision makers will also be covered.

The following speakers will be pooling their expansive experiences:

Malcolm Wilkinson	Director	Deloitte Consulting
Derek Williamson	Head of Sector Marketing	O2
Alex Craddock	Head of Brand and Marketing Communications	Xerox Europe
Michael Dent	General Manager Marketing	DHL
David Smith	Marketing Director	Taylor Woodrow
David Keel	Group Marketing and Communications Manager	Allianz Cornhill Insurance
Steve Lowes	Database Marketing Manager	PC World Business



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Peter Bromage	Head of Business Sales and Marketing	Epson
Diana Woodburn	Visiting Fellow	Cranfield School of Management
Russ Cohn	Head of B2B Vertical Markets	Google
Michael Avis	UK MArketing and Strategy Director	Sun Microsystems
Peter Leahy	Head of IT	Endsleigh Insurance Services
Andrew Powell	Director of Marketing	CMS Cameron McKenna LLP
Jonathan Mew	Trade Marketing Manager	Wanadoo

About Market Location

Market Location Ltd is a UK b2b data universe owner that was founded in 1972 and over the years has developed its product offering to also include database cleaning, enhancement and analytical solutions adaptable to companies of all shapes and sizes. Its vast experience with data consultancy has seen Market Location work with major players in every industry, including the telecoms, IT, mail order, publishing, utilities, transport, government, charities, wholesale and marketing sectors, delivering outstanding results and service whatever the client's needs.