



The National B2B Centre  
*Helping growing businesses make smart e-business decisions*

# Annual Conference

## E-Business 2009: Finding and Keeping Profitable Customers

Thursday 17th September (9:30 -16:00) at the University of Warwick

### About The Conference

"E-Business 2009: Finding and Keeping Profitable Customers", is the National B2B Centre's second annual conference. This year's focus is on helping delegates to understand what E-Business technologies are available to help them win new business and keep clients on-board post sale.

### Main Speakers

Expect insightful presentations from highly-acclaimed speakers in the world of E-Business.

Susan Hallam, of [Hallam Internet Marketing](#), is a leading provider of online marketing services and well known speaker. Dr. Dave Chaffey, of [Marketing Insights](#), has been described by the Chartered Institute of Marketing as an "eMarketing guru". Richard White, of [Pro-Excellence](#), is an expert in customer management and sales processes.



### Breakout Sessions

In the morning those of you who aren't yet converts to Social Media will want to hear Malene Stanley, of [KSBKids](#), talk about her experiences of using these tools to promote her business. If you want to take Social Media further then choose James Pennington's session on using social plug-ins to promote and distribute content.

In the afternoon if you are wondering where E-Business can really make a difference to what you do then Nick Blenkarn will be explaining how [Severn Partnership](#) has successfully used systems such as Customer Relationship Management (CRM). If you are already up for the challenge then Steve Orriss will take you through a process for planning and specifying your own CRM system.

### The Digital Lab

During the lunch break take a look at the demonstrations of exciting R&D projects going on in the University's Digital Lab.

You may even discover an opportunity for cost effective, hi-tech research for your business.

### Who should attend?

Business owners, managers and marketers, of growing small and medium sized businesses should attend this conference.

It is a pre-requisite that attendees already have a business website and a basic understanding of e-business.

### Booking information

Places are FREE of charge and limited to one per company. Please book early to avoid disappointment.

Register today at: [www.nb2bc.co.uk/book\\_event](http://www.nb2bc.co.uk/book_event)

### More information:

For more information contact the National B2B Centre on 02476 574384 or visit [www.nb2bc.co.uk](http://www.nb2bc.co.uk)