



## **Weboptimiser selected as official videographer for ad:tech London**

**London 29th August 2007** Leading search engine marketing company Weboptimiser and ad:tech, the leading interactive marketing show, have today signed an agreement that will offer exhibitors at the London event the latest in Web 2.0 promotion.

The deal sees Weboptimiser appointed as official videographer and sponsor of the VIP area. The company will work with exhibitors to create an edited one minute video promoting their company to appear on the ad:tech website as well as their own. Weboptimiser will use its expertise in search engine optimisation to drive traffic to both ad:tech's and exhibitors' websites and to ensure that the videos are searchable across the Internet.

David White, CEO of Weboptimiser has been pioneering techniques for optimising video content on search engines. The user generated content and social search projects that the company has undertaken have put them at the forefront of social media applications for business. This has included a major project with the IAB Europe, filming thought-leaders in the digital industry. His unrivalled experience in web 2.0 will prove invaluable to exhibitors at ad:tech who will be able to use their video to promote their products and services to delegates of the show and afterwards for other promotional activities.

White says "The videos will allow exhibitors at the event to promote themselves in an engaging and up-to-the-minute way, utilising the best of web 2.0. Speaking

directly to delegates on film allows potential customers to discuss their needs more effectively at the show. Weboptimiser's experience of working in social media and utilising search makes them uniquely positioned to use the videos to raise interest in each exhibitor who opts for this add-on service.

Paul Sinclair, European Sales Director for ad:tech says "ad:tech has always been at the forefront of innovation, working to ensure both exhibitors and delegates get the maximum benefit from attendance. ad:tech London is the industry's must-attend interactive marketing show and we believe that having Weboptimiser as our official videographer and sponsor of the VIP area will be an exciting development for this year's event."

## **Ends**

For more information about arranging a video with Weboptimiser for ad:tech, please contact the event organisers on +44(0)2074 20 6677 or email Paul Sinclair at [paulsinclair@dmgworldmedia.com](mailto:paulsinclair@dmgworldmedia.com)

## **About Weboptimiser**

Since 1996, Weboptimiser has specialised in search engine marketing through search engine optimisation (SEO) and pay per click (PPC), providing clients with successful search strategies to grow their business.

A recognized expert on the search optimisation and market industry, David White chairs the IAB UK and Europe's Task Force on Search which is setting the standards for the industry.

For more information, please contact John Guria, Business Director on 0207 953 7053 or 07775 683725 or email him at [john@weboptimiser.com](mailto:john@weboptimiser.com). Please visit us at the VIP area of ad:tech from 26-27<sup>th</sup> September.

## **About ad:tech London**

Dedicated exclusively to Interactive Advertising and Marketing Technologies such as Internet Marketing, Search Engine Marketing, Email Marketing, Mobile Marketing and E-Commerce, ad:tech London is the only event in the UK that gives its visitors from blue-

chip companies and SMEs the opportunity to investigate a complete range of end-to-end interactive advertising and marketing solutions. ad:tech LONDON is a unique opportunity for CEO, brand/product managers, marketing directors, media planners/buyers, creative directors, campaign managers, advertisers, agency executives, sellers, and suppliers to understand what interactive technologies can do as part of the promotional mix and how to generate results that translate directly into increased performance and ROI.

### **About dmg world media**

An international exhibition and publishing company, dmg world media produces over 300 market-leading trade exhibitions, consumer shows and fairs each year and publishes 45 related magazines, newspapers, directories and market reports. dmg world media employs more than 700 people and maintains a worldwide presence through more than 30 offices in the United States, Canada, the United Kingdom, France, the United Arab Emirates, China, Australia and New Zealand. dmg world media is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT), one of the largest and most successful media companies in the UK. For more information on dmg world media please visit <http://www.dmgworldmedia.com>

### **Media Enquiries**

Lucy Green, PR Manager

Tel: +44 (0)7817 698366 [lgreen@greenfieldscommunications.com](mailto:lgreen@greenfieldscommunications.com)