



Lightspeed Research to host event on social media

Speakers from Microsoft, MEC Global and Trendstream to debate the impact of social media and the rise of the consumer driven web

LONDON, September 15th 2009 Lightspeed Research (www.lightspeedresearch.com), a leading online market research company, will host a seminar at IAB UK on the evening of 23rd September to explore social media and the future of the web. David Day, Global CEO of Lightspeed Research will be joined by leading commentators from Microsoft Advertising, Trendstream and MEC Global to discuss the facts behind the global impact of social media and the rise of the consumer driven web.

The latest data from The Global Web Index Index, a twice yearly survey into web usage that quantifies global web trends and the impact of social media will be unveiled at the event. Tom Smith, CEO of Trendstream who led the research will reveal data from this survey of 32,000 consumers in 16 markets. Anita Caras, Head of Research at Microsoft Advertising EMEA and Julian Smith, Group Director, Analytics and Insight, MEC Global will provide real life examples of how these global trends are affecting their organisations and offer their perspectives on how what new trends in social media mean for brands.

Attendees will have the opportunity to understand which markets are leading the way in social media and gain fresh insight on the growth of the internet and its impact on media, consumer behaviour, advertising and marketing. They'll also be plenty of opportunity to network with industry peers at the drinks reception. The event will be attended by media planners, researchers, marketers, brand managers and design agencies who share an interest in the social web and its ability to transform the marketing landscape. Places at the event are strictly limited. To reserve a ticket, contact gwi@lightspeedresearch.com.

David Day, CEO, Lightspeed Research said, "The web has totally transformed in recent years in terms of the opportunities it affords for marketing and advertising. In the coming months and years the social web will become increasingly more important so it is crucial that marketers from all sectors engage with this topic and understand how they can harness the value of the consumer driven web for their brands. We are delighted to be joined by such a

distinguished line up of speakers to debate how the web will evolve and what this means to both brands and their consumers.”

- Ends –

For press enquiries please contact:

Charlotte Herbert, PR Consultant - Greenfields Communications
cherbert@greenfieldscommunications.com Tel: +44 (0) 7870 204242

Ralph Risk, Marketing Director Europe – Lightspeed Research
Tel office +44 (0)20 7896 1950 mobile +44 (0)787 650 7689 risk@lightspeedresearch.com

About Lightspeed Research

Through proprietary global panels and research products and services, Lightspeed Research delivers valuable research to help businesses make informed decisions. From recruitment, to activity level, to ongoing profiling, Lightspeed Research’s panels are actively managed to provide engaged survey respondents and support studies that range in scope and complexity across industry sectors. Deeply profiled specialty panels including automotive, B2B, beverage, family and household, finance, health and wellness, media consumption, mobile phone, beauty and personal care, sports and hobbies, and travel and leisure, provide quick access to target audiences. As a leader in quality, Lightspeed Research has implemented extensive measures to prevent fraudulent panel registrations and poor survey data.

About the event

Date:

23rd September 2009

Venue:

IAB UK, 14 Mackin Street
London WC2B 5NF

Agenda

5.30 - Registration

6.00 - Welcome and Introductions

David Day, President and Global CEO, Lightspeed Research

6.10 - Global usage trends in social media

Tom Smith, CEO, Trendstream

6.20 - Who are the active participants and what do they mean to your brand?

Julian Smith, Group Director, Analytics & Insight, MEC Global

6.40 - The new role for brands

Anita Caras, Head of Research, Microsoft Advertising EMEA

7.00 - Close and questions

7.10 - Drinks, nibbles and networking