

### **eCircle launch ConnectEurope2011**

- Duncan Bannatyne and Google amongst keynote speakers in first pan-European digital conference -

**London, January 2011.** eCircle, Europe's largest email service provider (ESP) today launched its Premier Conference for Digital Marketers, **ConnectEurope2011**.

Set to be the digital marketing event of 2011 for online marketers, **ConnectEurope2011** will bring together expert practitioners, global brands and industry heavyweights, including Duncan Bannatyne OBE, Leading Entrepreneur and dragon on the BBC's Dragons' Den and Dan Copley, Senior Marketing Director at Google.

Since 2005 over 1,000 online marketing professionals have attended the annual eCircle Email Marketing Conference to listen to speakers from leading brands share their knowledge and experience, making eCircle's Connect Conferences the place to be for email and online marketing professionals.

Following on from the success of 2010's Connect conference, eCircle is holding its first ever pan-European event, **ConnectEurope2011**, creating an innovative and interactive forum to discuss the latest trends and opportunities in digital media and the current challenges facing the European market.

eCircle will also be unveiling the next stage of its Social Media study at the event, analysing how brands are utilising social media across Europe. The event will offer high-value networking opportunities, in-depth sessions on the online marketing landscape and specific email sessions addressing new challenges and trends, supported by case studies from top brands.

**Volker Wiewer, CEO of eCircle commented:** "The future of marketing lies solidly within the digital sphere. In this space brands have a huge opportunity to create interactive campaigns that connect with people. Our broad range of speakers will set the tone for future digital dialogue and I am excited to see what trends and topics emerge from the day!"

In-depth sessions will be split across Technical Stream, designed to provide actionable insights that can put into practice immediately; Creative Stream, giving delegates an opportunity to get expert advice on how to design, measure and improve email campaigns; and Media Stream, focusing on how to leverage lead generation strategies to ensure the success of email campaigns.

**Wiewer, added:** "The past decade has seen marketing communications change beyond recognition. At ConnectEurope2011 we will be analysing the latest trends and delivering insight whilst hearing from some of the world's most prolific brands. I'm particularly looking forward to discussing the results of the next





stage of our Social Media Study, revealing how brands across Europe are utilising it as a marketing and engagement tool.”

The conference will be held on Thursday 17<sup>th</sup> March 2011 at The Grange, St Paul's.

For more information visit: <http://conferences.ecircle.com/connecteurope2011/>  
Event Registration: <http://conferences.ecircle.com/connecteurope2011/register/>  
Address: 10 Godliman Street, London EC4V 5AJ

**For additional event information please contact Katy Bergson: [katy@limelightpr.co.uk](mailto:katy@limelightpr.co.uk)**

### Ends

#### About eCircle

eCircle is one of the leading providers of online marketing services, providing state-of-the-art technology, permission marketing databases and professional services for email marketing to the world's biggest brands. Since 1999 eCircle has stood for innovative and efficient email marketing for customer acquisition and retention.

Leading organisations including Asda, HBOS and Samsung trust eCircle's consistent customer care, long-term experience and, not least, its highly motivated and professional workforce. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

eCircle will be hosting its biggest conference to date, **ConnectEurope2011**, on the 17<sup>th</sup> March 2011. Hosted at The Grange Hotel in the heart of the City of London's financial district, the event will offer delegates from across Europe the opportunity to hear some of the industry's most influential and inspiring speakers. The future of marketing is undeniably digital, making **ConnectEurope2011** a must for any online marketer.

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