

We would like to cordially invite you to
Inferno's 'Buying the Blog' event on
Thursday 13th September 2007
The Media Centre, Lords Cricket Ground,
St John's Wood, London NW8 8QN



Buying the Blog

Can UK businesses really gain from the blogosphere?

'Buying the Blog' will see the official launch of some major new research, carried out by Loudhouse for Inferno, that looks for the first time at how blogs affect the business environment in the UK.

It will also look at the extent to which the UK business decision makers are even aware of the impact of blogging or its potential as a business tool.

This exclusive event is a chance to meet and network with a select group of your peers in marketing and communications. Inferno will also be officially debuting its Digital Services offerings.

Please RSVP to Lesley Henderson
on 020 8434 5279
or at lesley.henderson@infernopr.com

Speakers

Grant Currie
Managing Director,
Inferno Communications

Billy Hamilton-Stent
Managing Director,
Loudhouse

Neville Hobson
Author,
The Hobson & Holtz Report

Steve Clayton
Chief Technology Officer,
SME & Partner Group,
Microsoft UK

Schedule

Arrival
4.30pm – 5.00pm

**'Buying the Blog'
research findings**
5.00pm – 5.30pm

Speakers
5.30pm – 6.30pm

Drinks and canapés
6.30pm – 8.30pm

