

**Ideal Business Show**

**Wales**



**Press Release 27 June 2008**

## **Wales' biggest business to business event returns!**

**The biggest business event in Wales returns to the National Indoor Athletic Centre on 3 and 4 September 2008**

There is a school of thought that 'recessions are optional' – if you think that you are going to suffer from the downturn then you probably will! At the Ideal Business Show Wales we understand how difficult it is to run a business, **especially when times are hard.**

There is no doubt that the housing market is dropping and for the first time since the dotcom crash over five years ago the **UK economy is looking vulnerable to downturn. The credit crunch** has restricted access to finance and economists are divided about what will happen over the next 12 months. Therefore at this year's event we are looking to provide expert advice from seasoned professionals, advice that visitors can take home and implement in their own businesses.

**No key-notes – Just Practical Advice on what you can do to make sure that your business can Survive, Profit and Grow.**

**Day One features a FREE Internet Marketing Masterclass.** The Internet has changed the way we do business, forever, never before have people been able to communicate to such large numbers for such small amounts of investment.

**On 3rd September at the National Indoor Athletic Centre, Cardiff will play host to some of the leading online marketing experts in the UK.**

What are they speaking about at the Free Internet Marketing Masterclass:

- **John Straw, digital Guru**

Identifying Link Partners: Links are the linkqua franca (sorry) of the Internet – they provide traffic and significantly contribute to better search positions. But all links are not created equal – a link from a site well regarded by Google carries authority. A link from a site well regarded by Alexa carries good potential traffic. The trick is understanding how to filter sites using the right criteria in order to build a target list.

- **David White, CEO, Weboptimiser Media Ltd**

Search Engine Marketing Audit: David White will share processes for managing your search marketing strategy to get the most from natural and pay per click search as well as top tips for coordinating a search agency. Using his insider knowledge, delegates will be able to learn from his strategies and tactics to really make a success of their search campaigns, whether managed in-house or by an outside agency.

David will provide action plans with process flow charts to share the tools that can enable companies can maximize their search strategy. For instance, for Pay per Click David will explain the seven critical elements from how to manage project set up to copy testing through to measuring campaign effectiveness.

- **Justin McCormick, Paypoint Internet Payment Services**

Getting started in e-commerce: With an estimated £46 billion spent by UK consumers via the internet in 2007, it's becoming increasingly important for businesses to sell their products and services online. Before you can start selling over the internet there are several things that need to be in place.

Here we will take you through the steps required to accept payments online – identifying the best option for your business; how to effectively implement; and addressing steps to improve security.

- **Andrew Girdwood, Head Of Search, bigmouthmedia**

How to avoid the pit falls of social media marketing: Andrew will look at the challenges that social media marketing brings. He'll address such issues as the legality or illegality of some methods of social media marketing, trying to measure the success or failure of social media and whether social media campaigns can be ported across different verticals or geographies.

**The focus now moves to Ideal Business Show Wales at the National Indoor Athletic Centre, on September 3rd and 4th with organisers confident of bettering last year's success. [To register to attend this event click here.](#)**

**For further information on growing your business through the effects of Live Marketing please contact the event team on 0117 9154 546 or email [will.allen@idealbusinessshow.co.uk](mailto:will.allen@idealbusinessshow.co.uk)**