Launch of the B2B Best Practice Alliance

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Launch of the B2B Best Practice Alliance
evening event Gain valuable insight into world of B2B marketing communications at the launch of the first ever best practice resource for businesses. Hear how 14 separate B2B marketing disciplines have come together in one web portal, with free access to all companies from sole traders to multinationals.Â Join leaders from participating industry associations including the IAB, MRS, ISP, ABBA, IDM, BPMA and the DMA; senior staff from regulatory and standards bodies; media; and members of the various associations who make up the Alliance. Featuring insight from a leading business figure, it's also your chance to network and quiz our panel of industry experts on B2B issues and be among the first to benefit from the new online B2B Best Practice Portal. Date:WednesdayÂ 5Â March 2008Time:6.00pm - 7.30pm, followed by drinks and canapÃ©sVenue:Methven room and Concourse, CBI Conference Centre,Â London, WC1A 1DUCost:FREE

To register to attend:
Please contact Philippa Kehyaian on 020 7291 3355 or email philippa.kehyaian@dma.org.uk.Â Â