

**Inbox/Outbox 2009 And Mesmo Consultancy To Uncover The Truth Behind
Social Networking Adoption In The Workplace**

*Brand new survey launched to determine extent of use and business drivers for Web
2.0 technologies in private and public sector organisations*

Date: 16th and 17th June 2009; Venue: New Connaught Rooms, London

Inbox/Outbox, the UK's leading forum for corporate messaging, e-marketing and collaborative communications, in partnership with Mesmo Consultancy, a leading email training and consultancy company, today launches a new survey of Web 2.0 adoption in business. The research aims to discover the truth behind how and why social networking, wikis and blogs are used in private and public sector organisations. Founder of Mesmo Consultancy, Dr Monica Seeley, will announce the survey's findings at 3.30pm on both days of the Inbox/Outbox conference.

Significant media coverage and speedy take up by some larger enterprises and international brands has ensured that awareness of social networking is unquestionably high. The short survey will ask IT, marketing and business professionals the extent to which Web 2.0 and collaborative technologies such as LinkedIn, Facebook and Twitter, are actually being used as effective business communications tools, as well as the perceived benefits in doing so.

According to Dr Seeley, Web 2.0 provides the tools to change not just operations, but also business culture and behaviour. "The trick is to do so for the better," she comments. "At one level this means developing a richer, more effective communications ethos, rather than the thin, monosyllabic inefficient one currently being generated by conventional email. We recently produced a social networking survey for our clients, which strikingly reported that very few of the respondents actually use social networking tools, as they didn't feel they delivered any tangible business benefits. This is in stark contrast to many of the technology led surveys that are perhaps, but understandable, over-optimistic."

"We continue to see research reports that state very different results regarding the adoption levels of Web 2.0 and collaboration tools within the business environment and we want to find out what is really happening in the UK right now," adds Managing Director of Revolution Events, Rich Tribe. "We are expecting a low adoption rate so

far, due to a lack of proven business benefits and perceived threats to privacy and information security.”

Inbox/Outbox 2009 takes place on the 16th and 17th June at the New Connaught Rooms in Covent Garden, London. Entrance is free of charge and delegates will be able to tailor their own educational programme based upon more than 25 sessions taking place on each day. Key areas of focus for Inbox/Outbox 2009 will include email management and security, data protection issues and Enterprise 2.0 and collaborative applications. Further information regarding the conference, including a full programme, can be found at: www.inbox-outbox.com.

IT, marketing and business managers are invited to take part in the survey, which can be completed online at: <http://tinyurl.com/ibobsurvey2009>. All respondents will be entered into a prize draw to win a bottle of champagne and a free place on a Mesmo Consultancy email workshop, where business professionals can learn how to use electronic communication even more effectively. The survey closes at 12pm on Friday 12th June.

Inbox/Outbox 2009 is owned and organised by Revolution Events Ltd and is sponsored by Acxiom, CommuniGator, CreatorMail, Gatormail, Dotmailer, Mardey, Neolane, Newsweaver and 8Seconds.

About Inbox/Outbox

Inbox/Outbox, now in its fifth year, is the UK's leading forum for corporate messaging, e-marketing and collaborative communications, presenting independent advice from industry experts in this important area.

Inbox/Outbox is the only event to directly address the key developments that are shaping the future of corporate email and messaging systems, demystifying the important issues and showcasing new innovations in business.

To find out more about Inbox/Outbox 2009 please visit: www.inbox-outbox.com

About Revolution Events

Revolution Events is one of the UK's leading providers of innovative business forums, with an enviable track record in delivering high quality educational events for domestic and international markets. Since 1999, having organised more than 200 business events within a diverse range of markets, with particular strengths in emerging technologies, procurement & supply chain issues and new developments in the public sector.

Over the years, Revolution Events has worked with major partners such as the Chartered Institute of Purchasing & Supply (CIPS), The European Association for e-Identity and Security (eema), the Improvement & Development Agency (IDeA), PricewaterhouseCoopers, Lloyds TSB, the Office of Deputy Prime Minister (now CLG), the European Networking & Information

Ref: Inbox Outbox/2009/Press releases/Social networking survey – FINAL

Page 3 of 3

For release: 8th June 2009

Security Agency (ENISA), the National e-Procurement Project (NePP), Microsoft and Sage Software.

To find out more about Revolution Events please visit: www.revolution-events.com

Editorial contacts

Further information is available from Joanna Cannon / Alex Kenchington at MCC International.

Email: ibobpr@mccint.com

Tel: 01962 888 100

URL: www.mccint.com

Dr Monica Seeley, Mesmo Consultancy

Dr Monica Seeley, founder of Mesmo Consultancy, is one of the UK's leading experts on email best practice. She specialises in empowering executives and their organisations to take control and manage their electronic messages more effectively whilst at the same time managing information more efficiently and remain legally compliant.

She is a Visiting Fellow at Sir John Cass Business School, City University. Her research studies includes the use of social networking tools to gain business benefits.

Her clients include APACS, Accenture, BT, Balfour Beatty, Department for Education and Skills, Gucci Group, HM Treasury, Islington Council, KPMG (Channel Islands), Lafarge, Levi Strauss, New Forest District Council, Rolls-Royce, St Andrews University, St Helens Council, Shepherd Construction and Young's Brewery.

Monica is a respected commentator on the effective use of electronic communications and until 2008 was author of The Times Crème Section column 'PC stress Busters' and is co-author of '*Managing in the Email Office*'.

Monica can be contacted at 01202 43 43 40 or monica@mesmo.co.uk or www.mesmo.co.uk.