



Trigg to Open AD:TECH London 2005 with InfoSpace Metasearch Presentation

Elemental Communications, September 09, 2005

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InfoSpace Search & Directory <http://www.infospaceinc.com>, the Web search and online directory services provider is to present on the first day of the AD:TECH London 2005 event <http://www.ad-techlondon.co.uk>.

PR9.NET September 09, 2005 - Already successful in the US, AD:TECH London 2005 debuts in the United Kingdom from 28-29 September 2005, at Olympia 2 in London. Dominic Trigg, Vice President of Search & Directory at InfoSpace Europe will be guest speaking in seminar theatre one from 10:15 to 10:45 (Wednesday 28th September 2005), delivering a presentation entitled "Maximising Search Relevance and Revenues via Metasearch".

Trigg will discuss why publishers, website owners and direct and digital marketers need to keep abreast of the latest developments in metasearch.

"The explosive impact of search touches nearly every sector, and opens up a host of new marketing channels and opportunities for businesses. We will be looking at how metasearch plays an influential role in delivering solid revenue streams for businesses, and how its potential can be maximised by working with a provider that intelligently combines results from the leading search engines in the world," explains Dominic Trigg, Vice President of Search & Directory at InfoSpace Europe.

Trigg will also address what the advantages of using metasearch are, and how businesses can drive and increase sustained relevant website traffic and ultimately revenue with metasearch.

InfoSpace will also be exhibiting across both days at AD:TECH London 2005, and will be located on stand 113.

To read more about InfoSpace at the event visit http://www.ad-techlondon.co.uk/adtech/press_exbtr.shtml?selected_letter=i

Last month InfoSpace's metasearch engine WebFetch.com <http://www.webfetch.com> added MSN Search to its service, becoming the first in Europe to serve results from the four major search algorithms (Ask Jeeves, Google, MSN and Yahoo!) at the same time.

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About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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