



Unified Communications Expo 2012 Is This Year's Must-Visit Connected Business Event

-Microsoft and Avaya will be among those demonstrating the benefits of 'connected business anywhere'-

London, XX January 2012: [Unified Communications Expo](#) is set to provide its biggest and most informative business communications event this year, on 6-7 March 2012 at London's Olympia.

The two day event will demonstrate the value of 'connected business anywhere' to thousands of visitors from small to large organisations covering all key lines of business - HR, sales and marketing finance and business IT - showcasing the latest technologies in Voice, Cloud, Mobile, Social Business and Unified and Visual Communications.

All major communications companies will be participating at the show such as Alcatel Lucent, AT&T, Dell, Cisco and Huawei - and the main sponsors include industry giants Avaya, IBM, Microsoft, NEC and Shoretel.

As a UK first, Unified Communications Expo 2012 will be a socially driven event, where content for the comprehensive seminar programme is shaped through social engagement between speakers and visitors.

Industry figures and experts in their field are set to talk on topics that include social business, IP convergence and SIP, mobility, collaboration, messaging and flexible working. These will present the advantages of joined-up communications and how they can deliver savings, business continuity and market advantage.

Show sponsors, Microsoft and Avaya, will be giving hands-on demonstrations of how unified communications technologies can enhance business processes. This includes Microsoft's 'Immersive Experience', which allows visitors to view fully-integrated unified communications in seminar theatres and on the show floor, and Avaya's 'One Step Beyond', an immersive, virtual shopping experience to reflect the continuing shift of purchasing behaviour from store to online.

Unified Communications Expo is the UK's only event where all the key players in field of Unified Communications and Social Business come together under one roof. In the constantly changing world of communications, it is the one place where visitors can make sense of the latest technologies and their real business benefits.

[Register today](#) to become part of the event that embraces the latest changes and challenges in communications technology to keep visitors coming back year on year.

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Notes to Editors

About Unified Communications Expo 2012



The Unified Communications Expo 2012 is an [Imago Techmedia](#) event.

With more than 10 years' experience, Imago Techmedia is a specialist in technology events and online resources and is renowned for bringing together expert knowledge, technology and communication specialists and business leaders at events such as Unified Communications Expo and IP EXPO.

These cutting edge events showcase new market solutions and give exhibitors and visitors alike an innovative, compelling and cost-effective experience with practical and thought-provoking advice and information.



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