



Unified Communications Expo 2012 is UK's First Socially Driven Event

– Show uses 'connected business anywhere' ethos to enable attendees to shape content –

London, XX January 2012: [Unified Communications Expo](#) today launches Social Speak, giving attendees the unique opportunity to influence the show's content for the first time, at the UK's biggest communications event from 6-7 March 2012, London's Olympia.

Visitors and exhibitors to the show, which will demonstrate the value of 'connected business anywhere', are being offered the chance to shape the event through social engagement, focusing on general themes and the wider context of must-cover topics in Unified Communications.

Attendees are able to engage in specific conversations around individual seminar sessions, which will be owned and driven by industry expert session speakers www.ucexpo.co.uk/social-speak.

The extensive seminar programme covers a number of topics for visitors to influence, including social business, IP convergence and SIP, mobility, collaboration, messaging and flexible working – all presenting the advantages of joined-up communications and how it can deliver real savings, business continuity and market advantage. Using the online My VISIT planning tool, visitors can also plan which seminars they wish to attend.

In addition to industry leaders and insiders coming together to share and learn the latest in Voice, Cloud, Mobile, Unified and Visual Communications, there will be a dedicated [Social Business](#) area, sponsored by IBM.

This area will be the chance to meet representatives from the biggest names in social business and learn how to develop a strategy to collaborate both internally and externally in a more productive and efficient way to maximise business potential.

All major communications companies will be attending the show. Exhibitors and sponsors include industry giants Alcatel-Lucent, AT&T, Avaya, Cisco, Dell, IBM, Microsoft, NEC, Nokia and Shoretel.

"This year's event is set to be the biggest and most informative yet," says Hugh Keeble, managing director, Imago Techmedia. "With the launch of Social Business, we are practicing what we preach: collaborating internally and externally to become more productive. By empowering those coming along to the conference to help shape its look, we can offer an event that meets the exact needs of our attendees, making it the must-visit show of the year for businesses interested in Unified Communications.

"In the current economic climate, companies need to invest in new ways of working that enable them to be more efficient in what they do. Unified Communications allows organisations to do business wherever they are, by bringing fixed, mobile and desktop communications together."



Register today at www.ucexpo.co.uk/reg to become part of the event where all the key players come together to change the communications landscape and make sense of the latest technologies available.

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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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