

20/06/2011 - purechannelapps sponsors Marcus Evans Conference

BATTLE, UNITED KINGDOM, JUNE 20th 2011 – Olivier Choron, Founder and CEO of purechannelapps™ is pleased to once again become the Corporate Workshop Sponsor of the Marcus Evans Channel Management Conference that will be held in London later this year.

Choron will be leading a workshop entitled 'Embracing Social Media In a Channel World', focusing on how we can leverage the power of today's social media age to better engage and influence our channel partners and ultimately end-users. As a leading expert in the development and implementation of channel programmes, with over 20 years' experience, Choron says, "This could quite literally revolutionise how you conduct your marketing today!" During the workshop Choron will discuss the value of leveraging the social media presence of partners to deliver vendor content to end-users, as enabled by socialondemand®, the newly-launched solution by purechannelapps.

Choron will be joining the top channel experts in the world to deliver a conference that takes in every aspect of developing and differentiating your channel marketing, with particular emphasis on well designed, value added programmes. Keynote speakers from BT, Citrix Systems, Canon, Sony and Cisco, amongst others, will look at differentiation and effective Channels, Value Added Programmes, recruitment, strategy, rewards, incentives and advancements in technology. Combined with numerous case studies and practical advice, the conference is a definite must for all those involved in the channel industry.

To learn more and sign up for the Marcus Evans Channel Management Conference, September 21st – 23rd, 2011 visit <http://www.marcusevans.com/marcusevans-conferences-event-details.asp?EventID=18055&SectorID=1> .

About socialondemand :

socialondemand is a revolutionary patent-pending web-based tool from purechannelapps that enables vendors to seamlessly target and deliver social media content to end-users via their channel partners' social media presence. With an easy-to-use, multi-lingual and customisable interface, socialondemand enables vendors to input, categorise and target content to their partners. These are in turn able to control and track what, when and how content is published. Comprehensive reporting enables vendors to monitor exactly when, where and by whom their content is being read.

socialondemand works by creating a system-to-system link between itself and the partner's social media accounts, so that partners do not even have to log into their accounts, hence simplifying the way content is published. socialondemand is cloud-based and also available via mobile applications for partners, giving them the flexibility and ubiquity to control and publish new information to the end-user community at any time. socialondemand pricing is based on a 'per partner' model (details available on application). It will launch with support for Twitter, Facebook and LinkedIn though more connectors for both mainstream and specialist industry sites will be added over the next few months.

About purechannelapps :

purechannelapps Limited delivers innovative, revolutionary and channel-focused web- and app-based solutions that help vendors – be it hardware manufacturers, software editors or other suppliers – better influence and collaborate with their channel partners and intermediaries. purechannelapps' moto is to simplify many of the

vendor-to-partners business processes found in complex channel eco-systems and to increase vendor profitability. For additional information, visit www.purechannelapps.com .

Supporting materials:

To learn about socialondemand, please read the Solution Overview at http://purechannelapps.com/uploads/socialondemand_solutionoverview.pdf .