

purechannelapps announces it will be sponsoring the B2B Marketing Summit, London June 18th 2014 and presenting its 'social media amplification' case study with Microsoft

BATTLE, UNITED KINGDOM, 22/05/14 – purechannelapps announces today that its CEO and Founder, Olivier Choron will be speaking at the B2B Marketing Summit, held in London at The Brewery on June 18th 2014, with Steven Woodgate, Microsoft UK Social Media Manager.

Olivier will be discussing “How Microsoft amplified its social media brand messages through its trusted advocates and channel partners”, with Steven Woodgate of Microsoft sharing his experiences as part of this case study. A large part of the presentation will be covering social media amplification, as well as through partner marketing on social media platforms.

During this event too, purechannelapps will be showcasing and demonstrating their socialondemand® and newsondemand products in the exhibition area.

“This is a great event, and I am excited to have been asked to speak, and share my expertise on emerging social media marketing technologies for channel marketers,” Olivier Choron said, “I am also excited to announce that Microsoft, one of our many clients and possibly the biggest name in IT and Technology, will be joining me for our discussion, and sharing their thoughts on social media amplification, marketing technology and B2B marketing best practice.”

The B2B Marketing Summit is an annual event which attracts over 500 marketing professionals across a number of marketing disciplines. “This is a prestigious event,” added Olivier “With registrations growing year and year, and with the organisers working hard to select companies and speakers who can add real value to delegates in their day-to-day efforts, I am honoured that we have been recognised as thought leaders in the B2B Marketing world.”

About purechannelapps

Founded in 2011, purechannelapps Inc. helps customers drive business growth through better enablement, communication and collaboration with their sales teams. purechannelapps delivers enterprise-class targeted e- communications and social media amplification solutions that help organisations to reduce communication costs and amplify their social media messaging through their brand advocates. With offices in Texas and the United Kingdom, purechannelapps is privately-owned and funded. For more information, visit www.purechannelapps.com.

About B2Bmarketing.net

B2B Marketing is part of a portfolio of products – including B2B Marketing magazine, training events, an annual conference, benchmarking reports and the B2B Marketing Awards – which reach over 50,000 professionals working at the very heart of the business-to-business marketing community.

B2B Marketing was established in 2004 by co-founders Joel Harrison and James Farmer after the pair noticed a gap in the market for a dedicated B2B marketing information resource.

If you are part of this fast-moving, ever-changing industry, you need to be part of B2B Marketing. Share content, read the latest industry news and blogs, search through our comprehensive Knowledge Bank or build your career with the only jobs board dedicated to B2B marketing positions.

About Steven Woodgate

Steven Woodgate is a social media, communications and PR professional, with vast experience across a number of different industries including digital, technology, media, and sports. Steven is currently the Social Media Manager at Microsoft UK where he is responsible for managing Microsoft UK's B2B social media activities. An expert in social media tools and technologies, content strategy, PR and cross-media and channel marketing campaigns, Steven has vast knowledge, influence and thought leadership.

About Olivier Choron

Over the last twenty years, Olivier has become an expert in the development and implementation of channel programmes in the high technology sector.

Olivier spent his early days developing industry-first SMB initiatives in EMEA and globally with IT players such as 3Com and Nortel Networks, at a time when all vendors focused solely on enterprise markets. He subsequently moved to the Partner Relationship Management (PRM) industry with Allegis Corp/ClickCommerce – the major force at the time – where he was responsible for key accounts including Microsoft Europe, GE Finance, Subway and BT Ignite.

In 2003, Olivier set up purechannels, which now operates as a full channel marketing agency across Europe. Current customers include Microsoft, Adobe, Avnet, Citrix, Jabra, Symantec and Trend Micro, among others. Olivier founded purechannelapps in 2011.