

# Social Media in B2B Marketing.

22 September 2010 - Hot Topic Seminar

Presented by

**Lizz Clarke, Chief Executive, Logical Creative Marketing Ltd.**

**Sam Hill, eMarketing Executive, ARM Recruitment**

**Tom Chapman, Principal Lecturer in e Marketing, University of Portsmouth**

**Nick Capon, University of Portsmouth**

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Michael	Adler	Defence Public Relations
Farhan	Ali	Oxford Brookes University
Dr. Basim	Al-Najjar	
Mohammed	Alyemni	University of Portsmouth Student
Craig	Anderson	Accomplish CMS
Chris	Arnell	Tennyson
Dee	Azad	Netpixels
Emily	Baxter	Red Wasp Marketing
Jason	Bentley	Shaw Trust
Robert	Bentley	Wessex Partnerships
Hayley	Bevis	Thomas Eggar LLP
Alexandra	Brooks	University of Portsmouth
Bill	Brown	Bright Perspectives
Valerie	Brown	Bright Perspectives
Graham	Brown	Clarke Willmott
Pauline	Browne	Age Concern
Charmaine	Budd	Novatech Ltd
Faheem	Butt	University of Portsmouth Student
Joseph	Cavalla	University of Portsmouth
Stephen	Churlish	STS Defence Ltd
Sarah	Clarke	University of Portsmouth
James	Coleman	Hampshire Graphics Ltd
Mike	Cooter	University of Portsmouth
Chris	Cowley	Wightlink
Bill	Crowson	Hampshire Graphics Ltd
Phil	Currie	STS Defence Ltd
Susie	Dixon	STS Defence Ltd
Elwyn	Dop	Wightlink
Tracy	Elliott	University of Portsmouth
Adrian	Falconer	STS Defence Ltd
Amanda	Fallbrown	Babcock International Group
Mark	Farnell	New Voice Media
Pamela	Fielder	Radleif Contracts Ltd
Elisabeth	Franzky	University of Portsmouth Student
Alan	Gilbert	University of Portsmouth
Mary	Griffiths	Defence Public Relations
Vikas	Grover	University of Portsmouth Student
Tom	Hart	
Alan	Higginbotham	Secur'Us' Compliance Limited
Sam	Hill	Advanced Resource Managers Ltd

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Jaime	Hill	Dairy Crest
Roger	Hostler	REH Associates Ltd
Jamie	Howard	Skills for Business
Alison	Howett	NHS Southampton
Leigh-Ann	Hunter	Proctor and Gamble
Tariq	Ismail	University of Portsmouth Student
Ashan	Ittoo	The AA
Carolyne	Jacobs	University of Portsmouth
Peter	Jacobs	University of Portsmouth
Nattaya	Jarumaneeroj	University of Portsmouth Student
Simon	Jenkins	Forgive My Ignorance
Paul	Jepson	STS Defence Ltd
Ashraf	Labib	University of Portsmouth
Xi	Lai	University of Portsmouth Student
Nigel	Langhorn	Langhorn Business Improvement Ltd
Andrew	Lilley	New Voice Media
Alan	Mackinnon	STS Defence Ltd
Sylvia	Maisey	Chichester College
Katie	Mason	AMB Marketing Ltd
Sarah	Matthews	SFM Consulting
Sam	Menage	The Partnership
Sarah	Miles	JS Humidifiers
Natalie	Miller	Tennyson
Zoe	Mitchell	Logical Creative Marketing
Paul	Mlinar	Handelsbanken
Khan	Mohiuddin	University of Portsmouth Student
Madeline	Morton	Business Link
Petya	Naydenova	Training Vision
Jessica	Nevett	Catch 22 South East Trading
Simon	Ogburn	STS Defence Ltd
Simon	O'Hea	Colt Group Ltd
Amanda	O'Meara	University of Portsmouth Student
Cynthia	Opdam	Lockheed Martin
Juliet	Osbourne	University of Portsmouth Student
Punit	Parikh	Digital Spark
Julia	Pearson	Total Business Development
Tricia	Phillips	Corporate HR Solutions
David	Pollard	Solent Innovation and Growth Team
Rik	Prowen	JS Humidifiers
Amanda	Rabbetts	Wickham Laboratories Ltd
Veronique	Reader	Southampton City Council
Leon	Reis	Artists Harbour Ltd
Nick	Roadnight	Portsmouth Water Ltd
Dave	Robinson	Not on Your Radio
Colston	Sanger	University of Portsmouth
Kerry	Savage	University of Portsmouth
Joanne	Scott	University of Portsmouth Student

## **Social Media in B2B Marketing.**

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Hossein	Sharif	University of Portsmouth
Jayne	Shipperley	
Nicky	Simmons	Chichester College
Laurence	Smith	
Michelle	Soper-Dyer	Gunwharf Quays Management Ltd
Leanne	Stewart	Mercator Media
Alan	Stockdale	Eclectic Services Ltd
Lance	Terry	Glanvilles Solicitors
David	Thornton	STS Defence Ltd
Richard	Tonge	University of Portsmouth
Rob	Walker	University of Portsmouth
Andrew	Webster	Mercator Media
Mary	Wellman	Mercator Media
Andrew	Weston	Gosport Business Centre
Lee	Williams	STS Defence Ltd
Steve	Wood	Scalar Enterprises UK
Tom	Worman	University of Portsmouth