

Publications

Advanced Online Marketing. Revised 2007. 3 day “Web Academy” comprehensive course materials funded by the East Midlands Chambers of Commerce

Further details available at www.ebusinessclub.biz

Executive eBusiness Briefings. Revised 2007. Comprehensive course materials covering Search Engine Secrets, Online PR, Blogging, and eBay Means Sales.

Online Marketing for Web Designers. Revised 2007. 3 day “Web Academy” for Web Designers. Comprehensive course materials funded by Connected Nottingham and the Greater Nottingham Partnership.

Customer Survey Toolkit. April 2004. The UK Film Council and EM Media, Nottingham. Copies available upon request.

“What Next on the Internet: 3 Technologies You Need to Know” *The Electronic Library* (22) May 2002

“Whatever happened to... : A Technology Reunion” March 2002. Internet Librarian International 2002, London (refereed paper in conference proceedings)

“New Disruptive Technologies: the information professional’s role” *Business Information Review*(3) September 2001 pp 21-28

“My Top Ten Websites,” *The Electronic Library* (18) January 2001 pp 444-451

“Misconduct on the Information Highway: abuse and misuse of the Internet” In R. Stichler (ed) *Ethics, Information and Technology: Readings*, (1998) pp 241-254 McFarland & Company, Inc.

“Ground rules for all cyberspace interonauts,” *The Times Higher Education Supplement (Multimedia section)* 14 October 1998 pp. viii-ix

Using Web Resources within your Business Processes. December 1997. Online Information 97, London. (refereed paper published in conference proceedings)

Marketing on the Internet: Opportunity or Hype? May 1996. National Online Meeting, New York. (refereed paper published in conference proceedings)

Teaching and Learning on the Internet. February 1996. Computers in Libraries International, London. (refereed paper published in conference proceedings)

Commerce on the Internet. May 1995. National Online Meeting, New York. (refereed paper published in conference proceedings)

Use and Abuse of the Internet. December 1994. Online Information 1994, London. (refereed paper published in conference proceedings)

An Unlikely Alliance: Cooperation in the development of social workers' IT Skills. November 1994.
CAUSE '94. Orlando, USA.

Seminars, Presentations & Workshops

 <p>Search Engine STRATEGIES 2006 CONFERENCE & EXPO</p> <p>An incisivemedia event</p>	<p>London, June 2006</p> <p><i>Local Search Marketing Tactics</i> <i>Public Relations Via Search Engines</i></p>
 <p>TMA THEATRICAL MANAGEMENT ASSOCIATION</p>	<p>Druidstone, Wales: 2006 / 2007 Dublin 2006 Belfast 2007 Scotland 2007</p> <p><i>A week long residential course in Theatre Arts Marketing: Essentials of e-Marketing</i></p>
 <p>sfep: society for editors and proofreaders upholding editorial excellence</p>	<p>University of Nottingham, September 2006</p> <p><i>Successful Email Marketing</i></p>
 <p>CIMA</p>	<p>Chartered Institute of Management Accountants, 2005/2006/2007</p> <p><i>Get Your Website Noticed</i></p>
 <p>e BUSINESS CLUB</p>	<p>East Midlands eBusiness Club – 2005/2006/2007</p> <p><i>What's New in Online Marketing (2007)</i> <i>Web Academy: Online Marketing (2005/2006/2007)</i> <i>Regional Web Marketing Executive Briefings (2006)</i> <i>eBay Means Sales (2005/2006)</i> <i>Words on the Web ((2005/2006))</i> <i>Search Engine Secrets (2005/2006)</i> <i>Online Marketing for Web Designers (2005/2006)</i> <i>Planning Successful Websites (2005/2006)</i></p>

Arts and Media Training

Arts and Media Training is a leading independent training and advisory resource for artists and arts organisations in the West Midlands region

Internet marketing on a shoestring (2005/2006/2007)

Surveys on the Internet (2005)

EM Media

EM Media is the regional agency providing support for the development of the film and media Industry in the East Midlands.

Internet Surveys (2003/2004)

Marketing Your Media Business (2004)

Customer Surveys: methodology and using your toolkit (2004)

Business Link (Nottingham, Derbyshire, Leicestershire)

Business Links support small to medium sized businesses the UK.

- “International Web Marketing”* (Nov 2006)
- “First Steps Initiatives:”* (various events 2004-2006)
- “Guerrilla Marketing”* (Sept 2003)
- “Data Protection: The Double Edged Sword”* (January 2002 / February 2002)
- “When Marketing Meets the Internet”* (November 2000 / February 2001)
- “Successful Email Marketing”* (November 2001 / February 2002)

East Midlands Ebusiness Club

- “Internet Marketing Spotlight: Best Practice Web Design”* February 2005
- “Email Marketing”* March 2004
- “Introducing CRM”* March 2004
- “Search Engine Optimisation”* November 2002
- “Customer Relationship Management”* November 2002
- “Email Marketing”* February 2002

Learned Information Europe Ltd

Learned Information are publishers and events organisers for the information and knowledge management professional community, including the Online Information and Knowledge Management conferences – <http://www.online-information.co.uk/>

Online Information 2001: London (December 2001)

Expert Tutorials:

- 3 Technologies You Need to Know*
- An Introduction to Content Management*

Online Information 2000: London (December 2000)

Full Day Executive Seminar: *Internet Technologies for Information Professionals*

Expert Tutorials:

- Your Internet Toolbox: plugins, programmes and applications*
- Using Intelligent Agents to retrieve information on the Internet*
- Getting rid of paper: trends in information presentation on the Internet*
- An Introduction to the Mobile Internet*

Online Information 99: London (December 1999)

Editorial and Advisory Committee member

Chair: *SMEs and the Information Revolution*

National Online Meeting: New York (May 1998)

Seminar: *Creating High Impact Web Pages*

Online 97: London (December 1997)

Chair: *Knowledge Management Strategy session*

Refereed Paper: *Using Web Resources within your business processes*

Online 96: London (December 1996)

Seminar: *Emerging Internet Technologies Update*

Internet World International: London (May 1996)
Seminar: *The Internet for Business Advantage*

Asian Online Information Meeting: Hong Kong (September 1995)
Seminar: *Strategic Use of the Internet: resource evaluation*

Online 95: London (December 1995)
Seminar: *Emerging Internet Technologies*

Internet World International: Wembley (May 1995)
Workshop: *How to Design Web Pages*

Eclips 95: Amsterdam (April 1995)
Workshop: *The Internet- Making it Work for You*

Online 94: London (December 1994)
Seminar: *Commercial Activity on the Internet: A European Perspective*

Le Monde de L'Internet: Paris (June 1994)
Seminar: *From ASCII to Video: the evolving Internet*

Online 93: London (December 1993)
Seminar: *The Internet: making it work for you*

Information Today, Inc.

Information Today are publishers of books, directories and periodicals for the information professional, as well as conference organisers. www.infotoday.com

Five Technologies You Need to Know
Internet Librarian International 2002: London (March 2002)

Emerging Internet Technologies for Information Professionals
InfoToday 2001: New York (May 2001)
Computers in Libraries 2001: Washington DC (March 2001)
Internet Librarian International 2001: London (March 2001)

The Wireless Revolution
Internet Librarian International 2001: London (March 2001)

Sunday Times Enterprise Network Panel (September 1999)

*Representing BT in the expert panel case study discussion
At the **Powering Business in the Net Economy** conference sponsored by Sun Microsystems*

IMS Global Services

IMS is one of the biggest suppliers of business information to the pharmaceutical and related industries –
www.ims-global.com

Pharmaceutical Division European Conference: Dublin (January 1997)
“Present, Future and Potential Uses of the Internet”

IMS Business Seminar: Heathrow (March 1997)
“Marketing on the Web – Tools and Trends”

IMS Business Seminar: London (May 1997)
“Challenges and Solutions – Managing your business towards 2000”

INPUT

INPUT provide strategic analysis consultancy services in the new technologies sector www.input.com

IT Conference Serving the Networked Enterprise: Heathrow (October 1996)
“The Internet for Business Advantage”

Inforum: 7th Annual Conference on Professional Information Resources: Prague (May 2001)

Keynote Speaker: *“Information in the Internet Age”*

SFE

SFE provide in-service training to secondary schools in the UK
– www.sfe.co.uk

Successfully Managing, Running and Developing School Networks: London (July 2000)
Managing your Internet and Intranet environments

ICT and the Senior Management Team: Brighton (February 1999)
“The Power of the Intranet”

Workshop: *“How to Make the Most from Your Internet”* (Various Locations – Jan-Mar 1997)