

Online meeting giant builds Euro invasion

Online meeting and training services provider WebEx is bolstering its lead generation strategy to build business in Europe to match its operation in the US, where Web meetings are much more established.

It has appointed DNX to handle its £2.5m pan-European direct marketing account.

WebEx provides Internet-based meeting and training sessions, which are increasingly being used to augment face-to-face meetings. Online sessions are claimed to save time, cut costs and reduce the need for corporate travel.

Kate Milner, European marketing manager for WebEx, says: "With the focus on climate change, large and small businesses and the public sector are looking very hard at what our service can provide to them. DNX understands our marketing task clearly and has made a big input in a short time."

DNX joint managing director Drew Nicholson says: "We were set some tasks by the European

marketing team and identified new angles on target audiences and new creative messaging. We are already out there and generating responses in the main European markets."

DNX, whose clients include Blacks, Sun Microsystems, Timberland and Reed Exhibitions, offers a wide range of marketing services, including direct, design and digital.



WebEx

Aiming to take Europe by storm