



## United Business Media

30 October 2009

### **UBM's Wiki wins 'Business Impact' award**

*UBM's wiki recognised as a leading example of social media technology in action*

United Business Media Limited is pleased to announce that it has won the Business Impact Award in the Social Business Software Awards at JiveWorld09. These awards recognise outstanding achievements in deploying social media software technologies effectively. The Business Impact Award recognises UBM's implementation and development of a wiki to support communication and collaboration across and within UBM's business worldwide. (For a definition of a wiki, see Notes to Editors). The UBM wiki has become an increasingly important tool for UBM's management teams. In just over a year the UBM wiki community has grown to over 5,000 users, working in 35 countries. UBM's wiki users have created around 25,000 pages of content and generated around 3 million page views.

David Levin, Chief Executive Officer at UBM, said:

"The social media movement is important to UBM and to many of our customers. Our Web 2.0 and Enterprise 2.0 events showcase the transformative power of social media. Social media technology is also at the heart of how UBM's business operates. We are fusing social media with most of our live events as well as building virtual environments and communities on social media platforms. 'Connect, Communicate and Collaborate' is tagline we have adopted for the UBM wiki."

– Ends –

#### **Contacts**

##### **Media**

Peter Bancroft  
E-mail  
Direct telephone

Director of Communications  
[communications@ubmgroup.biz](mailto:communications@ubmgroup.biz)  
+44 20 7921 5961

Chris Barrie  
E-mail  
Direct telephone  
Mobile

Citigate Dewe Rogerson  
[chris.barrie@citigatedr.co.uk](mailto:chris.barrie@citigatedr.co.uk)  
+44 20 7282 2943  
+44 796 872 72 89

## **Notes to Editors**

### **1. About United Business**

UBM focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetisation of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 6,500 staff in more than 30 countries are organised into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

For more information, go to [www.ubm.com](http://www.ubm.com)

### **2. What is a wiki?**

According to Wikipedia, a wiki is a website that allows the easy creation and editing of any number of interlinked Web pages within the browser. Wikis are often used to create collaborative websites, to power community websites, for personal note taking, in corporate intranets, and in knowledge management systems.