



## **E-Technology Summit & Strateg-E Awards**

*New educational event to explore the increasing shift to E-Technology in business and award those successfully embracing the evolution. Knowing how to promote and streamline business online continues to be a moving target. Through various forms of e-technology such as websites, blogs, eNewsletters and online social networks, progressive Connecticut businesses are creating streams of prospects, activating new clients and reducing costs. On Friday, April 24, the Hartford Business Journal will host the first E-Technology Summit & Strateg-E Awards at Maneeley's in South Windsor from 7:30 a.m.-1:30 p.m.*

Hartford, Conn. ([PRWEB](#)) April 6, 2009 -- Knowing how to promote and streamline business online continues to be a moving target. Through various forms of e-technology such as websites, blogs, eNewsletters and online social networks, progressive Connecticut businesses are creating streams of prospects, activating new clients and reducing costs. On Friday, April 24, the Hartford Business Journal will host the first E-Technology Summit & Strateg-E Awards at Maneeley's in South Windsor from 7:30 a.m.-1:30 p.m.

The event will assemble the region's leaders in website design, search, eNewsletters, e-advertising, blogs, social networks, business automation and integration for a series of interactive breakout workshops and panel discussions. Keynote speaker Brian Reich, Principal at EchoDitto and author of *Media Rules!: Mastering Today's Technology to Connect with and Keep Your Audience*, will share "how what you're doing online isn't working anymore."

"Business moves at a quicker pace than ever before and many companies are embracing this change with e-technology," said Gail Lebert, publisher of Hartford Business Journal, whose company is producing the E-Technology Summit. "We hope to stress the importance of using e-technology to generate revenue and streamline business, which can make a significant impact in these economic times."

Statistical evidence supports this shift to new forms of business operations. Twenty-five percent of the small businesses surveyed by Ad-ology Research indicated that they would increase spending on social networking this year, a higher percentage than any other marketing format, making it the number one growth area in online marketing. According to the Business Elite Study by Ipsos MediaCT, 72% of executives know that keeping up with the latest technology is vital to the success of their businesses. Of those surveyed, almost one-third read blogs.

The event will conclude with the Strateg-E Awards recognizing six winning entrepreneurs and companies exemplifying successful and profitable e-technology use and implementation in categories including: Easiest Website to Navigate; Easiest Website to Buy Products and Services from; Best Use of Web-Based Video; Best Use of Blogs; Best Use of eNewsletters; Best Use of Online Social Networks (Linked In, Facebook, Twitter, etc.). Finalists will also be announced in each category.

Admission to the E-Technology Summit & Strateg-E Awards is \$75 per person or \$700 for groups of ten (\$85/\$800 after April 17). Breakfast and lunch will be served. To register online go to [www.hartfordbusiness.com](http://www.hartfordbusiness.com) or for more information, visit



<http://www.hartfordbusiness.com/tcontent/?eTECH//summit/index.html> or contact Amy Orsini at aorsini@HartfordBusiness.com or 860.236.9998 ext. 34.

The E-Technology Summit & Strateg-E Awards is sponsored by: Vrroomedia (presenting sponsor); Image Works, LLC; Cox Business; Raymond & Bennett, LLC (event sponsors); RepoCompany; Constant Contact (exhibiting sponsors). Event partners include: Maneeley's; Via Panera Catering; Rider Productions; Affordable Signs & Designs; J. Fiereck Photography; Event Resources Inc.; Co-Communications, Marketing & Public Relations.

#### About Hartford Business Journal

Hartford Business Journal is the only audited weekly, subscription-based business publication in Connecticut. Whether it's market trends, the latest merger news or an update on state government, this award-winning weekly is the "must read" for area business leaders. Hartford Business Journal has a total readership of 25,000 affluent and educated business decision makers in the 61 towns that make up Metro Hartford. For more information, please visit [www.hartfordbusiness.com](http://www.hartfordbusiness.com) or call 860.236.9998.

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