

## **The 2009 International Information Innovation Conference and 118 Award Winners**

*By 118tracker.com*

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*The 2009 International Information Innovation Conference and 118 Awards were held at the George Hotel Edinburgh followed by the awards event aboard the Royal Yacht Britannia.*

The 2009 International Information Innovation Conference was a great networking event for all that made it. The speakers informed and inspired the delegation with insights into the future of information and how we will all use it. Subjects discussed included augmented reality, mobile applications, mobile number listings, innovative online applications and also provided a perspective on the information industries from a number of countries.

Speakers to note included Nokia, Ask Jeeves, MSearchGroove and the two day event kicked off with an extremely lively debate lead by Nicola Byrne from 11890 in Ireland.

The highly respected 118 Awards event was again sponsored by Market Location. This year 118tracker partnered with the Royal Yacht Britannia to ensure the awards event was a spectacular once in a lifetime experience.

Following the two day conference at the George Hotel delegates were guided onto coaches and transported to the waterfront in Edinburgh. The Royal Yacht's Piper Major welcomed the smartly dressed guests along the red carpet and up the Royal Brow, an honour previously reserved for members of the Royal Family and Heads of State. Champagne was poured by butlers in the State Drawing Room whilst a pianist set the mood in the background.

Groups of guests were treated to an exclusive tour of the yacht to areas aboard the yacht not usually seen by the public. The awards were presented upstairs on the Royal Deck after which the guests were invited back downstairs to the State Dining Room. Again the Yacht's Major Piper welcomed them to the dining room's grand mahogany doors. As the doors opened butlers waited to serve the guests and a guitarist, saxophonist and clarinet player set the mood with laid back swing and jazz.

As always the final evening of the two day event was dedicated to fun, laughter and celebrating the positive developments and organisations in global information services industry. The 6th industry awards were a massive success with delegates and sponsors already looking towards 2010 and the 7th annual event.

The aim of the Information Innovation Conference and Awards is to celebrate the achievements made by organisations and more importantly the people involved in developing unique uses of Information across all mediums of communication.

The 2009 International Information Innovation and 118Award winners are -

Best UK Service – Sponsored by Market Location  
118 24 7

Best in Europe – Sponsored by Volt Delta  
Rom Telecom  
(Romania)

Best Mobile Service – Sponsored by 192.com  
Opplysningen 1881  
(Norway)

Best Newcomer - Sponsored by 118tracker  
Speaksoft

Best Online – Sponsored by NetBiscuits.com  
192.com - 6th year of winning!

Technology Advancement – Sponsored by LSSI Europe  
Teclan  
(Brazil)

Marketing Campaign of the Year – Sponsored by Mobile Commerce  
118 24 7

Best Service from the Rest of the World – Sponsored by 11890  
Stellar  
(Australia)

Agent of the Year – Sponsored by Feefo  
Kevin Allen 118 24 7

All three finalists in this category deserve a mention for the excellent work they do on a daily basis in delivering service excellence to all customers of their respective companies. To be shortlisted in this international awards event shows they are some of the best call centre agents in the world. Kevin Allen – Yell 118 24 7, Wenche Hillestad – Opplysningen 1881 & Daenna Martynuik - Telus

Call Centre Manager of the Year – Sponsored by 118 Information  
Hege Saele Samland - Opplysningen 1881

Innovation Award – Sponsored by Market Location  
192.com – This award was voted for by the delegates present at the 2 day conference.

Location Based Service Award  
Telmap

Best of Americas  
Telus

Following the awards ceremony the gala dinner was a roaring success with silver service and exquisite fresh local produce prepared to perfection by the Yachts head chef. The grand finale was held outside the yacht on the dockside with the delegates asked to file along the side of the yacht and experience a live rendition of Beat the Retreat played by the award winning piping band Vale of Athol.

The event will be remembered always and our aim for 2010 is to again deliver events that are second to none. Plans for the 2010 Information Innovation Conference and Awards are already well underway.

118tracker would like to thank all of our sponsors, judges and speakers for making the 2009 Information innovation conference and 118 awards the most exciting yet. Feedback from the conference shows that all

of the delegates rated the conference as either good or excellent. We are looking for feedback about the awards event aboard the Royal Yacht and you can provide this online at [www.118awards.co.uk](http://www.118awards.co.uk)

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#### About 118tracker.com

118tracker.com is Europe's leading provider of quality conferences, awards and networking events for all aspects of the information industries. 118tracker.com was launched in 2003 before the UK de-regulation of directory enquiries. Directory enquiries has developed from just providing numbers into complete information services e.g. ask for anything, local search, mapping, directions, mobile applications, location based services & enhanced information. All conferences and awards reflect the current topics and ensure discussions are relevant and up-to date.

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