

**PRESS RELEASE TEMPLATE  
For ILM:05 Speakers**

**Contact:**

[Your PR contact name]  
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**For Immediate Release**

**[EXECUTIVE'S NAME/COMPANY NAME] TO SPEAK AT THE KELSEY GROUP'S  
INTERACTIVE LOCAL MEDIA 2005 CONFERENCE,  
NOVEMBER 30 – December 2, 2005**

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at ILM:05, The Kelsey Group's upcoming Interactive Local Media 2005 conference, taking place November 30 – December 2, 2005, at the Hyatt Regency Reston, Reston, Virginia. [Speaker Name] will participate on a panel entitled, [Panel Title], scheduled at [Time] on day [1, 2 or 3] of the conference.

[Insert quote from speaker about participation.]

“We have assembled the leading innovators and decision makers in local search, online directories, classifieds and social networking to discuss the challenges and opportunities of interactive local media at ILM:05,” said Greg Sterling, Kelsey Group analyst and ILM:05 conference chair. “We are fortunate to have [Speaker Name] among our roster of speakers, and we look forward to [his/her] contribution to the conference.”

**About ILM:05**

Interactive Local Media 2005 (ILM:05) is The Kelsey Group's annual conference devoted to digital media with a local focus. This event provides a 360 degree view of the local marketplace, covering a range of important topics, including Local Search, Internet Yellow Pages, Vertical Directories, Online Classifieds, Social Networks and Mobile Search. For more information, contact The Kelsey Group by phone at (609) 921-7200 Ext. 10, by e-mail at [tkg@kelseygroup.com](mailto:tkg@kelseygroup.com), or visit [www.kelseygroup.com/ilm2005/](http://www.kelseygroup.com/ilm2005/).

**About [Company Name]**

[Insert your company boilerplate.]

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