



# *INTERNATIONAL ENTERPRISE PROMOTION CONVENTION*

**8-10 November 2010 - Harrogate, North Yorkshire, UK**

## **COBWEB INFORMATION LAUNCHES THE ENGINE ROOM ONLINE COLLABORATION**

Gateshead-based business publisher Cobweb Information has launched The Engine Room, a new online service which links enterprise practitioners worldwide and breaks down barriers to partnership working.

The Engine Room will be launched at the International Enterprise Promotion Convention, Harrogate, 8-10 November 2010. Cobweb Information and Cobweb Information South Africa will both be exhibiting at the Convention which highlights best practice and innovation in small business support worldwide.

The central objective behind Cobweb's new platform is to encourage the sharing of expertise in the enterprise support field: it will enable business advisers and practitioners to link with potential peers and partners who can support, collaborate or simply bring new ideas and knowledge to a project. Unlike many existing business networking solutions or social media platforms, The Engine Room will focus on linking projects and expertise as much as it does on linking people.

The Engine Room will allow members to access and build their own expertise profile. This 'dynamic CV' will highlight their enterprise projects past, present and planned. Members will be able to search for and interact with others with the relevant track record to partner with them on their projects.

It will break down geographical boundaries and enable local, regional, national and global groups to meet, engage, share and work with like-minded enterprise project partners.

Marianne Whitfield of Cobweb Information explains: "There are numerous social and business networking sites online but these tend to focus purely on people and are not particularly project specific. We are launching The Engine Room to link enterprise practitioners together to share expertise and offer support and knowledge on a project by project basis. The site will also encourage debate across countries and sectors.

"IEPC 2010 is the ideal launch event for us as the principles behind The Engine Room are very much those at the heart of the Convention. We hope to talk to as many of the delegates from the UK and overseas as possible and offer them the opportunity to sign up to the site."

The site will be facilitated by Cobweb Information and aims to quickly sign up 200 members on launch and to boost that to 500 by the end of 2010. To find out more about the service and register your details go to [www.enterprise-engineroom.com](http://www.enterprise-engineroom.com)

***- best practice and innovation in the creation and support of small businesses world-wide***

## News Release 4 *(continued)*

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Notes to editors: **Cobweb Information is an independent publisher of practical and easy to understand information for business start ups, micro/small business owners, and for the advisers, professionals, and organisations that guide and support them. For more information visit [www.cobwebinfo.com](http://www.cobwebinfo.com)**