

FOR IMMEDIATE RELEASE:

## Anglo-Dutch business networking mirrored in Second Life

London, 26 March 2009 – real world business networking meets the virtual world of Second Life.

On Thursday 26th March 2009, the Greyhound Pub in Kensington Square will host the Ozone Business Network and UK meets NL's next face-to-face networking event. The organisers are looking forward to an opportunity to promote Anglo-Dutch trade links in the real world and in Second Life's virtual London.

London in Second Life, created by Virtually Linked, is a virtual reconstruction of central London aimed at connecting real-world business with virtual-world customers. For forward-thinking delegates unable to attend the UK meets NL – Ozone Business Networking event, Second Life offers an exciting and effective alternative.

The event will be hosted by the Greyhound Pub whilst live feeds to Second Life will make online delegates feel as if they are actually taking part. The Greyhound Pub is a popular pub with business executives, located in Kensington Square, W8. Run by Julius Sowu, the pub forms Virtually Linked's research and development wing and a hotspot in real and virtual London.

Ozone Conferencing and UK meets NL already combine face-to-face networking events with online conferencing as part of their networking format, making virtual networking an interesting and exciting addition. "We have decided to organise these networking events in England and the Netherlands to give Dutch and British businesses an opportunity to meet each other in person and build new business contacts in a professional and stimulating environment. We hope to encourage more and more businesses to join in and help us promote new Anglo-Dutch trade links," comments Ilse van den Meijdenberg of UK meets NL. "Considering our current use of regular online conferencing to supplement our business network meetings, we can honestly say we value the use of modern technology to our international reach," adds Pete Bennett, co-organiser and director of Ozone Conferencing, leaders in audio and web conferencing. "We have chosen a stress-free

venue for Thursday's programme where participants will have the opportunity to introduce their companies, products and services to an international audience," adds Van den Meijdenberg. "Online delegates in the virtual Greyhound will be just as welcome as our 'real' guests. The only thing they will miss is lunch!"

The organisers would like to invite Londoners to take part in this exciting event, whether that be in person at the real-world Greyhound Pub or in virtual London in Second Life. For more information on London in Second Life, please go to [www.sllondon.com](http://www.sllondon.com) and for more information about the event, visit [www.ukmeetsnl.com](http://www.ukmeetsnl.com).

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#### The Organisers



[www.ozoneconferencing.com/network](http://www.ozoneconferencing.com/network)



[www.ukmeetsnl.com](http://www.ukmeetsnl.com)

#### Hosts

The Greyhound Pub

1 Kensington Square, London W8 5EP

#### Photography

Photographs are available for download [here](#).

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