



NEWS RELEASE:

Online news specialist NeonDrum to launch new Amoo Venture Capital Advisory start-up event series

NeonDrum co-founder Lloyd Pople to deliver keynote to help technology entrepreneurs harness online PR and "build your brand at internet speed"

United Kingdom, January 3rd 2012 – Online news release distribution specialist NeonDrum will be presenting at the inaugural "Amoo Booster Series" event for technology start-ups being launched by leading UK firm Amoo Venture Capital Advisory. The new monthly event series will open with a keynote presentation from NeonDrum director and co-founder Lloyd Pople, who will be sharing with the audience of entrepreneurs and investors the secret to harnessing the online PR opportunity. The ticketed event is entitled "[Online PR – Build Your Brand at Internet Speed](#)" and will be held at the offices of Marks & Clerk LLP on Thursday 26th January 2012 (18:30-22:00).

Amoo Venture Capital Advisory is launching the Amoo Booster Series as part of its commitment to nurturing the technology ecosystem. The monthly event series – which will feature a programme of notable speakers from the technology industry – will deliver practical advice to start-ups and the opportunity to communicate, network and share ideas with other entrepreneurs and investors. In his keynote presentation, Lloyd Pople will address a range of PR issues highly relevant to technology start-ups, including PR planning; PR for early-stage companies; the changing role of PR and the web; and how to cost-effectively exploit PR for SEO, driving quality web traffic and lead generation.



NeonDrum is a press release distribution service specialising in online news. NeonDrum distributes to a hand-picked list of global online publications, news sites, blogs, forums and social media, generating high quality, instantly visible web coverage and delivering measurable results – including increased brand visibility, a boost in quality web traffic and tangible SEO benefits. NeonDrum is the only distribution service to guarantee industry-leading coverage results – measurably better than other newswires.

Commenting on the launch of the event series, Nzube Ufodike, Managing Director, Amoo Venture Capital Advisory said: "With the UK forecast to go through a mild recession in 2012, start-ups - the backbone of our future economic growth - need firm commitment and support if we really want to pull ourselves out. Like our strategic partners, we are committed to start-ups. Amoo Booster Series (ABS) would not have been possible without the first class support we receive from Marks and Clerk and NeonDrum." He also added that, "We will continue to strengthen this platform and from early conversations with complementary key service providers to the technology start up arena, we are positive that ABS will be a catalyst for growth. More announcements to come in the following weeks."

NeonDrum director and co-founder Lloyd Pople added: "We are delighted to be the launch speaker at this new, high-value event series from Amoo Venture Capital Advisory, which could not be more timely. Start-up companies face a real – and increasing – challenge when it comes to rising above the noise online, and the ability to cost-effectively boost web presence is where our online PR service is paying major dividends for early-stage technology firms. We're really looking forward to sharing our insight, experience and practical tips in this exciting new forum."



For more information about the Amoo Booster Series and to reserve your ticket for the "Online PR" event, please visit:

<http://absjan2012.eventbrite.co.uk/>

For more information about NeonDrum's online press release distribution service, please visit:

http://www.neondrum.com/public/product_tour/index.php

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About Amoo Venture Capital Advisory (<http://www.amoo.co.uk/>)

Amoo Venture Capital Advisory is a trailblazing boutique firm focused on growing tech business projects to maturity. We support pre- and post-VC technology startups with strategic direction and business development. Our experience covers advisory and fundraising services for high potential tech companies in their second or third year of operation looking for growth capital. We are geographically interested in OECD and Emerging Markets.

About NeonDrum (<http://www.neondrum.com>)

NeonDrum is a targeted online news release distribution and monitoring service for business-to-business PR professionals. Our mission is simple: to boost your online news coverage and get you seen on the web by the people that matter.

We keyword-tag and distribute business-to-business (B2B) news releases to a hand-researched list of global online publications, news sites, forums and social bookmarking sites. We maximise quality online hits for every single story and optimise pick-up by social media channels, including blogs and user-generated content (UGC) sites.

NeonDrum delivers:

- Measurable brand visibility: your story is seen by a global online audience and is instantly visible via search – delivering a tangible boost in web visitors and enquiries
- Search Engine Optimisation (SEO): the online coverage that NeonDrum generates improves your keyword ranking in major search engines



- Guaranteed results: industry-leading coverage results for your story – measurably better than other newswires.

About Marks & Clerk (<http://www.marks-clerk.com/>)

Our host for the evening, Marks & Clerk LLP specializes in all areas of patent, trademark, design and copyright work. As one of the largest UK firms, they have an unrivalled wealth of expertise to ensure that their clients are advised on how best to obtain, protect and allow their Intellectual Property to work for them. Their international offices covering China, Hong Kong, Malaysia, Singapore, Australia, Canada, France, Luxembourg allow them to offer clients access to an extensive international network and IP connections. In addition they have an associated firm of solicitors, Marks & Clerk Solicitors, which enables them to offer a complete IP service with a strong emphasis on enforcement.

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