

# NEWS

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Contact: Bob James  
001.202.641.5131  
[bjames@itn-international.com](mailto:bjames@itn-international.com)

## ITN International Expands EMEA Team with New Hire

### *Beverley Honey to Strengthen Company's Presence in Europe, the Middle East and Africa*

BETHESDA, MARYLAND, USA, 11 November 2011—US-based ITN International has added a new member to its operations team in Europe, the Middle East and Africa (EMEA).

Beverley Honey has joined the company as Event Project Planner. She will be based in the UK, joining Jason Townsend, Event Project Manager.

Ms. Honey has more than 10 years' experience in the event industry. Most recently, she served as Operations Project Manager for the International Broadcasting Convention.

"We are excited to have Beverley join our team," says Ivan Lazarev, President and CEO. "Bev is an enormous asset, given her extensive knowledge of large events. Right now, EMEA events represent 30 percent of our business worldwide. Bev will help strengthen our ability to serve EMEA producers and exhibitors, while allowing us to grow our business within the market."

Ms. Honey can be reached at +44 (0)7900 00 6433.

#### **About ITN International**

Headquartered in Bethesda, Maryland, USA, privately-held ITN International is an event analytics company serving producers and exhibitors on six continents. The company helps clients create, capture and apply analytics to make better management and marketing decisions. With operations in France, the UK and the US, ITN International supports large exhibitions, conferences and corporate events by providing registration and lead retrieval solutions based on its award-winning attendee credential BCARD, which has been used by more than 5 million attendees at over 1,000 events worldwide. BCARD integrates Near Field Communication (short-range wireless), the mobile technology driving tomorrow's "cashless" society. Event producers and exhibitors who want to learn more can call +1.801.676.7931 or send an email to [info@itn-international.com](mailto:info@itn-international.com). More information is available at [www.itn-international.com](http://www.itn-international.com).

NOTE TO EDITORS: Photo available. Contact Bob James at [bjames@itn-international.com](mailto:bjames@itn-international.com).