

NEWS RELEASE TRANSMITTED BY [CCNMatthews](#)



FOR: **INTER LOGIQ NETWORK**

NOVEMBER 18, 2003 - 10:14 ET

Second Edition of inter logiQ 'Le Big Bang' Event is Making a Tremendous Bang in the IT Industry

MONTREAL, QUEBEC--Le Big Bang IT sales and marketing event has now come to a close after two days of conferences, activities and networking. The event was a tremendous success with more than 52 participating members of the inter logiQ network.

The winning formula at the event was customized topics to respond to the needs of IT companies, coupled with renowned speakers, and enhanced with the exchange of strategies and networking periods. "It was my first time at Le Big Bang and the experience was extremely valuable, it gave me a lot of ideas, but it also gives us the opportunity to re-assess some aspects of our marketing and sales strategy and it validates most of our decisions," quoted Mr. Eric Bergeron, President and Chief of Operations at IXIASOFT.

Participants attended a selection of interactive conferences given by leaders in their respective fields. Among the speakers, Mr. John Kurt Pliniussen of the Queen's School of Business, presented a case study from the Harvard Business School, and was acclaimed by the participants for "its role playing" and its team development of a marketing strategy.

Mr. Granville Toogood's conference-a senior coach-on how to create and execute the perfect presentation while examining the characteristics of leadership in public speaking was much appreciated. According to Mr. Andre Garceau, Vice-President of Business Development at KMtechnologies "Le Big Bang is one of the best events in the IT industry. It gave me new tools to make a good presentation."

With a focus on the exploration of many drivers and metrics

associated with sales effectiveness, Mr. Carlos Fox - President of Intento International inc. and former executive of Hewlett Packard - exulted the audience with the quality of its information. "There was a lot of information in Mr. Fox's presentation but mainly there were some useful tools which I can apply in the company," quoted Mr. Yves Pelland, Executive Vice-President of Sales at Polyplan Technologies inc.

The conference was closed by by Mr. Jeffrey Stamp - Vice-President, R&D of Eureka! Ranch - who presented an upbeat and interactive conference to his audience on the great ideas and the characteristics required to excite and attract customers to Marketing, R&D or Business Development efforts. He gave several examples of companies that quintupled their turnover with an innovating marketing strategy.

The consensus on the "Le Big Bang 2003" is that the event provided new tools and a new vision focused on the customer rather than on the product. "With the viewing of one slide, Big Bang was profitable for me," quoted Mr. Yves Nicole, President of INFO-KIT inc. Participants went home with notes and books from the speakers but mainly with new strategies, new ideas and useful tools.

About Inter logiQ network

Inter logiQ network is one of the most important organization of IT and communication companies in Canada. For nearly 14 years, the network has been supporting its members in the sales and marketing strategies of their business solutions. Its mission is twofold: to offers a wide range of promotion, professional development, networking activities and to provide business intelligence, crucial tool for successful growth within the IT industry

-30-

FOR FURTHER INFORMATION PLEASE CONTACT:

Inter logiQ Network

Amelie Chauvel

Communications manager

(514)874-2667 ext. 104

achauvel@interlogiq.ca