



Seminarportal.com - a new Seminar Directory for the medium-sized business.

The market for seminar directories in the internet is overcrowded. No place for a new competitor? Wrong!

Seminarportal.com was originally conceived for the German business market place, and within a few months has produced excellent results. Now Seminarportal.com comes to Great Britain and is planning to enter additional European countries.

So what is Seminarportal?

Seminarportal.com (www.seminarportal.com) provides an independent, internet-based platform for business seminars, specifically tailored to the needs of medium-sized companies.

Seminarportal.com's database contains approximately 5,500 seminars of different providers that encompass large institutions like the DEKRA-Akademie, but also small and specialised providers and freelance course instructors.

We offer seminars on general topics, including personnel management, finance, IT, communication. We also cover supplemental subject matters, such as psychology, personality development, conflict management, language courses for managers, mediation and coaching.

Special topics addressed include programming of Webpages for handicapped users or mechatronics within the motor industry.

Seminarportal.com offers users and suppliers alike numerous advantages.

The independence of providers ensures high-quality seminars aimed at specific target groups. Additionally the user interface of Seminarportal.com is designed to be especially clearly laid out and user-friendly. Intuitive user control and user guidance is achieved by the choice of an uncluttered layout and by keeping the webpage free of advertising. A further central component is the efficient search engine of Seminarportal.com, which makes seminars easy and quick to find.

Seminarportal.com is financed exclusively by the small directory-inclusion fee charged to seminar providers. There are no additional costs, such as commissions, and there is no duration limit. (Additionally there is no need for any further administrative overheads such as a clearing or settlement process after the entry has been included in the database.)

Compared with its competitors Seminarportal.com offers a very good price/performance ratio through its easy and clear price structure, thereby offering a cost-effective platform for subject specialists to offer their seminars.

Key advantages in the concept of Seminarportal.com over its competitors:

- additional distribution channel
- attractive target group in medium-sized businesses
- good price/performance ratio
- high access numbers / [hit rates]
- Seminarportal.com is provider independent
- flexible number of seminar dates
- no minimum turnover
- no additional percentage on turnover or other premiums ...
- ... therefore no costly settlement processes after the events
- no fixed-term or basic agreement necessary
- multiple linking to name and company logo
- broad spectrum of available subjects
- efficient search engine
- no participation in sales
- easy and concise user guidance
- updated daily
- easy to remember domain name
- no interfering advertising
- easy registration

Lutz Lochner.



Lutz Lochner, a business graduate with an MBA from the university of applied sciences in Regensburg/Bavaria in economics, is the founder of Seminarportal.com. He is a freelance business consultant, with many years experience advising medium-sized businesses throughout Germany and elsewhere in Europe. He is the author of numerous specialist publications on the microeconomics of medium-sized businesses. He is very highly-regarded in the international business community.

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