

# Bizcommunity.com sets B2B publishing benchmarks at Loeries

Issued by [Bizcommunity.com](https://www.bizcommunity.com)

16 Oct 2005

Bizcommunity.com teamed up with Platypus Productions to bring news, views and images from Loeries 2005 in Margate, in unprecedented video format as well, in addition to reporting and photography.

Bizcommunity.com fielded its entire team, branded in red and black Bizcommunity.com T-shirts, to report on the event, gather market intelligence, and network up a storm.

Platypus Productions, along with marketing and research group SBR has produced Vox Pops, providing video-based consumer research and insights virtually in real time. It is this specialist research and technology offering that aided Bizcommunity.com in bringing video footage, news and views to our readers in addition to daily reporting online at [www.bizcommunity.com](https://www.bizcommunity.com)

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