



UK SEARCH CONFERENCE
2012

THE COMMONWEALTH CLUB LONDON
FRIDAY 9 MARCH 2012

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The UK Search Conference in association with Manual Link Building follows the inaugural UK Search Awards 2011 and will feature winning case studies, panel sessions and keynote presentations. It will provide an opportunity to share best practice and highlight the latest innovations within the country's vibrant SEO, PPC & search industry.

Booking Information

Date / Times: Friday 9 March 2011, 09:30 – 17:00

Venue: The Commonwealth Club, 25 Northumberland Avenue, London, WC2N 5AP

Ticket Prices: £150 + VAT (bookings on or before 10 February 2012) £195 + VAT thereafter

To book your place or for further information please contact Emily Martin at Don't Panic on 01706 828855 or e-mail emily@dontpanicprojects.com

Follow the conference on twitter on the hashtag #searchawards

Conference Chair - Richard Gregory, Chief Operations Officer, Latitude & UK Chair SEMPO

As Chief Operating Officer of leading digital marketing agency Latitude, Richard is responsible for overseeing the successful delivery of industry leading digital marketing campaigns for all our clients including Which, Virgin Games and Toys R Us. In his seven years at Latitude he has held a wide variety of roles, including Head of Production, Head of Search and New Business Manager. Richard also took a leading role in setting up a partnership with BT that led to the creation of BT SearchSmart, a groundbreaking search product for the SME market. Richard is currently Co-Chair of the UK Working Group and have been an active SEMPO contributor for over 5 years. As a thought leader in digital marketing since the beginning, he regularly speaks at industry events, including the Online Marketing Show, SES, SMX and Ad Tech. Revolution magazine recently said of Richard, he "knows more about search than most people would want to". @SmartRich

Keynotes

Bas van den Beld, State of Search

Bas van den Beld is a Web/search strategist, international search specialist, trainer, and well-respected blogger. Bas is well informed about what's going on in the world of Internet and search marketing worldwide and especially Europe. Bas is the owner of Stateofsearch.com. He also advises on international search matters and provides training in search engine marketing and social media related topics. Bas is the Social Marketing Ambassador for the Dutch DMA. Bas is also a regular speaker on different marketing and search events. He's also host of several podcasts, including a weekly show on WebmasterRadio.FM. Bas publishes on State of Search,

Searchengineland, Searchenginewatch and his personal blog, www.basvandenbeld.com.
@basvandenbeld

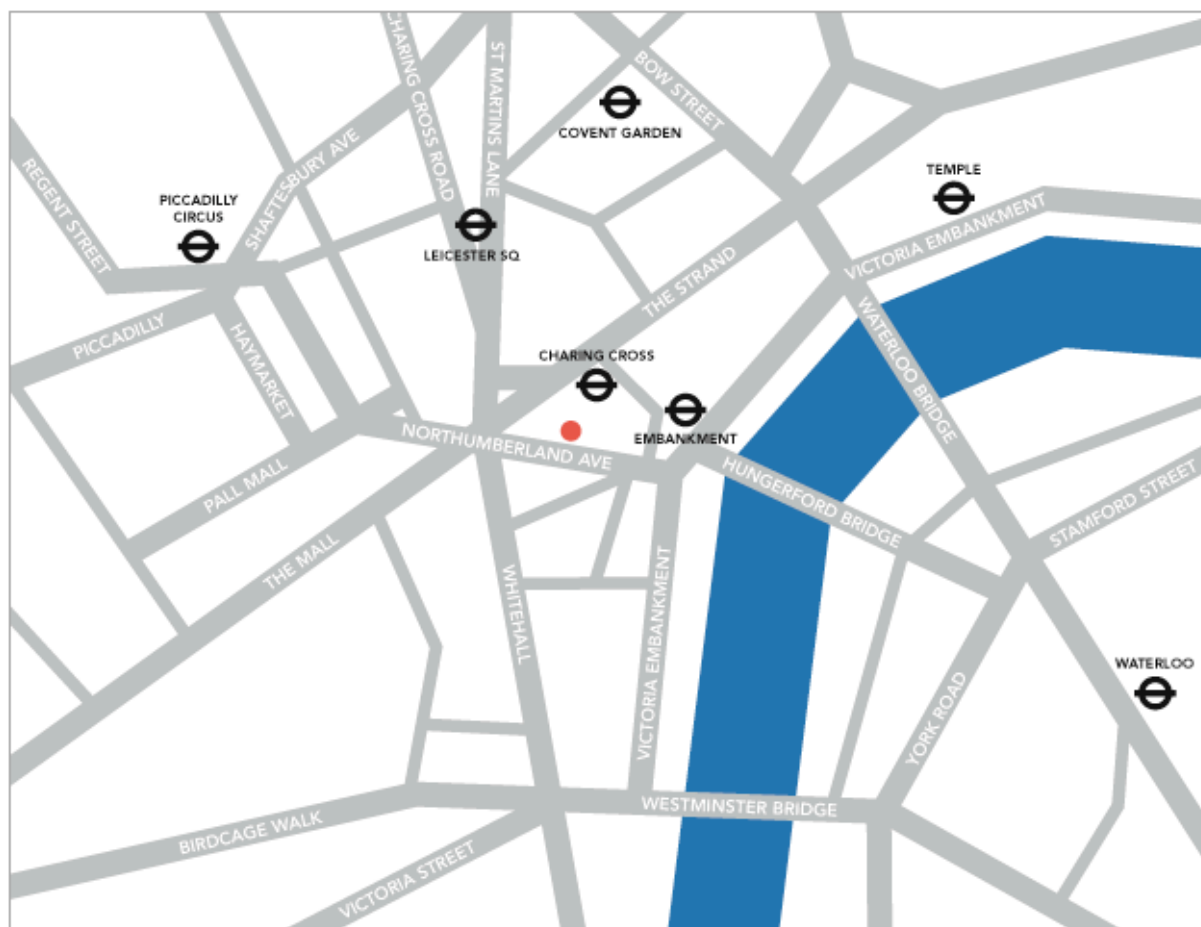
Matt Bush, Head of Agency, Google UK

Matt has worked in digital media throughout this century and in many different sectors including display, recruitment, video, mobile and search. Before Google, Matt ran sales teams and published websites for regional, trade and national media, and currently runs an agency team that includes Network and Independent Agencies. Matt is fascinated by the effect technology is having in all aspects of life especially with his three children who spend more time online than off, only watch time-shifted TV and coordinate homework with their friends using Facetime - at 8, 6 and 4. When he's not brainwashing his kids he'll be found trying to stay fit and young in lycra. @mattjbush

Programme

9.00	Registration
9.30	Chair welcome – Richard Gregory, Chief Operating Officer, Latitude
9.40	Sponsor welcome - Gareth Hoyle, MD, Manual Link Building
9.45	Keynote 1 – Matt Bush, Head of Agency, Google UK
10.15	Case study 1 Best Use of Search – Travel & Leisure – John Thew, MD & Chris Gedge, Head of Search, Further Search Marketing – Richardson’s Boating Holidays; ‘Book Direct’
10.35	Case study 2 Best Blog – Kevin Gibbons, Director of Strategy, SEOptimise – Search Marketing & SEO Blog
10.55	Case study 3 Best Local Campaign – Andy Headington, Marketing Director & Co Founder, Adido - The Colbornes Group Dominance of Google locally
11.15	coffee
11.30	Case study 4 Best Use of Search – Retail / Grand Prix – Michael Flynn, CEO, Fast Web Media – Bravissimo
11.50	Case study 5 Best PPC Management Software – Rebecca Momberg, Lead Product Consultant EMEA, Marin Software
12.10	Case study 6 Best SEO Software – Dixon Jones, Marketing Director Majestic SEO / Receptional - Majestic SEO’s Site Explorer
12.30	Panel Session 1 – Holistic Search – Matt Bush (Google), Tom Smith (Fast Web Media), Lisa Myers (Verve Search), Steve Overton (Search Metrics)
1.00	Lunch
2.00	Case study 7 Best Use of Search - Finance – Oliver Ewbank, Digital Marketing Executive, Koozai - Payday Power Organic Search
2.20	Case study 8 Best Mobile Campaign – Angela Greenwood, Director of Account Management, Found – Autoglass – Smashing the Glass Repair Market on Mobile
2.40	Case study 9 Best PPC Campaign - Polly Pospelova, Head of Search, Fuse8 – Intelligent Internet – Landing Pages with Brains
3.00	Keynote 2 – Bas van den Beld, State of Search
3.30	coffee
3.50	Case study 10 Innovation – Lee Allen, Director of Search, Stickyeyes & Paul Huggett, Director of Optimum Labs, Stickyeyes R&D division – Stickyeyes Search Dashboard
4.10	Case study 11 Best SEO Campaign – Lisa Myers, CEO, Verve Search – SEO Services for Yale Door
4.30	Panel Session 2 – Writing a Great Awards Entry – Bas van den Beld (State of Search), Nick Garner (Unibet), Judith Lewis (Beyond), James Murray (Experian Hitwise), Jon Myers (Yahoo)
5.00	End

Getting to The Commonwealth Club



The Commonwealth Club (marked in red above) is located just off Trafalgar Square and is a two-minute walk from Embankment tube station (District, Circle, Northern and Bakerloo lines) and three minutes from Charing Cross railway and tube stations (Bakerloo and Northern lines). Any one of the many London buses that stop at Trafalgar Square or Charing Cross will bring you to within a short distance of the Club. Further details on the venue's location can be found at -

<http://www.thecommonwealthclub.co.uk/pages/page.php?id=67>

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