

SEARCH ENGINE ROOM PROGRAM - Dockside, Sydney

DAY ONE: TUESDAY, MARCH 20, 2007

7.00 - 7.30am: Google Breakfast Registration (in the Terrace Room, Cockle Bay)

7.30am - 9.00am

Google Breakfast: There's no single answer to gaining high rankings on Google, rather a series of steps that one must take to ensure relevance, integrity and accessibility. Includes a breakfast presentation from a senior Google engineer followed by Q&A.

- *Aaron D'Souza, Software Engineer - Search Quality, Google Inc*

8.30am - 9.30am: Conference Delegate Registration and Coffee

9.30am - 10.30am - Industry Overview and Keynote

Taking It To The Streets: Succinct industry overview from Search Engine Room Director Martin Kelly followed by a series of interviews with consumers covering their attitudes to Search, other forms of online advertising and what they want from their online experience.

- *Martin Kelly, Director, Search Engine Room*

Don't Be Evil: Right? The Google motto attracts its fair share of comment, but it's a statement of intent rather than a strategy. What are Google's plans in the Australian and regional market? An interview session by leading IT journalist Brad Howarth followed by audience questions.

- *Richard Kimber, Managing Director of Sales and Operations, SE Asia, Google*

10.30am - 11.00am: Morning Tea

Dockside:

11.00am - 12.30pm

Lies, Damned Lies and...: Well, you know the rest. For the next 60 minutes three of Australia's top analysts dissect the Search landscape followed by audience Q & A.

- *Trends, Issues, Opportunities: Gavin Appel, Senior Vice President - Product Development, Hitwise*
- *Industry Outlook: Darryl Nelson, Research Director, Frost & Sullivan*
- *Search In The Web 2.0 Environment: Andrew Eckford, Analyst, Nielsen//NetRatings*

Social Search: Such a bland name for potentially the most exciting search industry niche. The likes of flickr, del.icio.us and of course My Space are absolutely massive. This session looks at different social search models, investigates how people are using these sites and what the implications are for society, the search industry and business.

- *Brett Poole, Head of Search, Yahoo!7*

Terrace Room:

11.00am - 11.30am

Not Quite Search Marketing 101: Take a seat at this session to find out where Search Marketing is at right now as the industry's rapid evolution continues. It will outline the indispensable fundamentals to ensure you are able to maximize your site ranking and pay per click potential. Our speaker will also provide an insight into the impact changing online habits - think user generated content, Web 2.0 etc - into Search Engine Optimisation.

- *Stephan Spencer, Founder, NetConcepts*

11.30am - 12.30pm

Keyword Selection and Targeting: Selecting the right keywords is the foundation of any successful search strategy. The bottom line is the right key word strategy can not only win business, but also save you lots of money. This session provides an overview of keyword research before looking at more sophisticated techniques that will enable you to leverage a large inventory of keywords, pages and internal searches to extract the gold from the internet "Long Tail".

- *Introduction: Hilton Rutgers, Director of Sales, Trellian*
- *Research Strategies: Dr Shaun Ryan, CEO, SLI Systems*
- *Latent Semantic Indexing: Fred Schebesta, Director, Freestyle Media*

12.30pm – 2.00pm: Lunch	
<p>Dockside:</p> <p>2.00pm – 3.30pm</p> <p>Media Convergence and Search: The convergence between TV and internet audiences “could spark a beautiful relationship between television networks and search engine marketing,” according to Hitwise.</p> <ul style="list-style-type: none"> • <i>Tessa Court, Chief Marketing Officer, Hitwise</i> • <i>Jamie Silver, Director, Clear Light Digital</i> • <i>Damian Smith, General Manager – Digital Media, Network TEN</i> <p>Vertical Search: Search is becoming increasingly fragmented as consumer go online to research, window shop and buy. Conversely, many suppliers are turning to niche sites for sales and advertising. This session will explore three different models.</p> <ul style="list-style-type: none"> • <i>Shaun Cornelius, Country Manager, Australia, Shopping.com/doorone.com.au</i> • <i>Craig Hewett, Founder and Chief Marketing Officer, Bezurk</i> • <i>Andrew Dent, Managing Director, Catch.com.au</i> 	<p>Terrace Room:</p> <p>2.00pm – 3.30pm</p> <p>Linking: Now, this is where SEO can get really interesting – and contentious. The hype is that building the right links leads to high rankings, while multiple links from the wrong sites can have the opposite effect as everyone tries to second guess the search engines. This session will combine issues with practicalities.</p> <ul style="list-style-type: none"> • <i>Jon Ostler, Founder, First Rate</i> • <i>Jeremy Bolt, Executive Director, Bruce Clay Australia</i> <p>SEO and Usability: Balancing high-ranking SEO techniques with user-friendly copy and design is essential for any properly functioning web business. Find out how to walk the tightrope with one of Australia’s leading SEO experts (and amateur wrestlers).</p> <ul style="list-style-type: none"> • <i>Tom Petryshen, Chief Executive Officer, Amplify</i>
3.30pm to 4.00pm: Afternoon Tea	
<p>Dockside:</p> <p>4.00pm to 4.45pm</p> <p>SEO Public Relations and Reputation Management: As Brian Easter from NeboWeb wrote: “SEO PR is in buzz overkill mode in the SEM industry, but drastically underutilized in the traditional PR world. Many traditional PR agencies are completely taken aback by SEO PR.” But it is an increasing vital skill in an era when journos and the public use search engines as their primary research tool.</p> <ul style="list-style-type: none"> • <i>Lee Odden, Founder, TopRank Online Marketing.</i> 	<p>Terrace Room:</p> <p>4.00pm to 5.00pm</p> <p>Case Study – Travel.com.au: Concerted search engine optimization and marketing by Travel.com.au has boosted unique visits by more than 30%, while sister site Lastminute.com.au also enjoyed increased traffic. Find out how here.</p> <ul style="list-style-type: none"> • <i>Michael Edwards, National Marketing Manager, Travel.com.au</i> <p>Case Study – Australia.gov.au: An evaluation of how enterprise search is deployed and refined on one of Australia’s most important websites, while examining the role it can play in influencing advertising strategy.</p> <ul style="list-style-type: none"> • <i>Jason Bresnehan, CEO, Funnelback</i>
<p>5.00pm: THE DOUBLECLICK GREAT DEBATE! A sensational way to close the day ... a light-hearted debate about a semi-serious topic featuring leading industry figures. Then drinks - awesome. This year’s topic is: Search Will Take Over the World (Wide Web). Teams</p> <p>Affirmative: <i>Michael Edwards, Travel.com.au; Paul Fisher, Total Travel; Mark Armstrong, Google.</i></p> <p>Negative: <i>Monique Talbot, Tempest Media; Andrew Lockwood, PostClick; Ella Morton, CNET Networks.</i></p>	
6.30pm: Close	

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DAY TWO: WEDNESDAY, MARCH 21, 2007

7.00 - 7.30am: Yahoo! Search Marketing Breakfast Registration

7.30am - 9.00am

Yahoo! Search Marketing Breakfast: This session will feature the first live demo in Australia of Yahoo! Search Marketing's new advertising platform, Panama, which has already met with positive reviews in the United States. Panama will launch in Australia later this year.

- *Paul Apodaca, Director of Program Management, Yahoo! Search Marketing (US)*

8.30am - 9.30am: Delegate Registration and Coffee

Dockside: 9.10am - 10.30am

Has The Race Already Been Won? Google dominates the Australian search engine marketplace with more than 85% of the paid search market. Its nearest rival has around 5%. The company also has a stranglehold over search engine usage by consumers. Search experts say the local industry needs a strong Yahoo!, Ninemsn and Sensis yet at this stage they appear to be treading water - however, YSM's Panama is in the wings and there are rumblings about other initiatives. Where do they go from here? Overview followed by panel discussion moderated by Foad Fadaghi, Technology Editor, BRW Magazine.

- *Robbie Hills, Managing Director, 24/7 Real Media (overview)*
- *Bruno Fiorentini, Chief Operating Officer, Yahoo!7*
- *Alex Parsons, Head of Search, ninemsn*
- *Chris Smith, General Manager, Sensis Interactive*
- *Craig Wax, Regional Managing Director, Australia, India and South East Asia, Yahoo! Search Marketing*

10.30am - 11.00am: Morning Tea

Dockside:

11.00am - 12.30pm

Blog Marketing and Optimisation: Blogging is having a profound impact on the site rankings of major brands, particularly when a big issue breaks. This session will cover all the angles.

- *Andrew Pascoe, Author, Under The Rotunda (Introduction)*
- *Lee Odden, Founder and CEO, TopRank Online Marketing (Blog Optimisation)*
- *Frank Arrigo, Evangelist, Microsoft (case study)*

Local Social - How Do You Get Involved? New models are emerging in the nascent local search landscape - including one that pulls together numerous Web 2.0 elements to come up with a cross between Craig's List and traditional local site. Case study followed by group discussion.

- *Ben Barren, Co-Founder, Feed Corp and creator of nook.com.au (case study)*
- *Stephen Harvy, Group Marketing Manager, Yellow*
- *Nick Leeder, COO, News Digital Media*

Terrace Room:

11.00am - 12.30pm

ANALYTICS & CONVERSION

On The Couch - Analytics and Search 2.0: This session will assist in setting appropriate Key Performance Indicators, analysing site data to increase conversion rates, using data to improve your web business, and effectively deploying your budget.

- *Rod Jacka, Managing Director, Panalysis*
- *James O'Toole, Chief Product Officer - Search, Facilitate Digital*

Turning Lookers Into Bookers: Getting people to your site is satisfying but, really, there's not much point if you aren't converting them into customers by satisfying their needs. Techniques covered will include Multivariate Testing and Persuasion Architecture. It will also cover landing page optimization.

- *Nathan Stewart, MD, Alkemi*
- *Jason West, Director, Websalad*

12.30pm – 2.00pm: Lunch	
<p>Dockside:</p> <p>2.00pm – 3.30pm</p> <p>Profiting From Contextual Advertising</p> <p>Search Monetisation Strategies: As Search matures, there are an increasing number of ways for website owners to make money - some of which you may never have thought of. This session will explore the options for website owners and operators.</p> <ul style="list-style-type: none"> • <i>Stephan Spencer, Founder, NetConcepts</i> <p>Working the Angles: Get details on how to work the angles from two companies using the major contextual advertising options - Google AdSense and Yahoo! Publisher Network.</p> <ul style="list-style-type: none"> • <i>Joseph Renzi, CEO and MD, SwapAce</i> • <i>Tim Johnson, Online Sales Manager, MCn</i> <p>Questions and Answers: Senior Google and Yahoo! Search Marketing executives join a panel to answer any questions you may have about contextual advertising.</p> <ul style="list-style-type: none"> • <i>Sam Stern, Head of Business Development - Partner Solutions, Yahoo! Search Marketing</i> • <i>Deepak Ramanathan, Marketing Manager, Ad Products, Google Australia and NZ</i> 	<p>Terrace Room:</p> <p>2.00pm – 3.30pm</p> <p>SEO Strategies for Data-Rich Websites: Have you got a large website that gets bigger and more difficult to manage, let alone optimise, with each passing day? Then this is the session for you from a speaker who looks after some of Australasia's biggest sites.</p> <ul style="list-style-type: none"> • <i>Jon Ostler, Founder, First Rate</i> <p>Fresh Tricks to Maximise Google AdWords: The title says it all - one of Australia's top search engine marketing experts looks at the Web's dominant advertising program and provides fresh insights into maximizing the performance of your Google AdWords campaign.</p> <ul style="list-style-type: none"> • <i>Chris Dimmock, CEO, Cogentis</i> <p>Strategies For Gaining Traction In A Crowded Market: You've got plans, big plans, for your new site. But therein lies a major problem - it's new and you're entering a vertical with plenty of competition. What strategies can you use? Here are some tips to get your rankings started.</p> <ul style="list-style-type: none"> • <i>Frank Grasso, Managing Director, e-Channel</i>
3.30pm to 4.00pm: Afternoon Tea	
<p>Dockside:</p> <p>4.00pm – 5.00pm</p> <p>Searching For A Search Marketer: Choosing the right search marketing approach is vital to success. For example, do you outsource or hire an inhouse expert? What should you look for in a search marketing consultant? How much should you pay? This session will also explore evolving industry business practices.</p> <ul style="list-style-type: none"> • <i>Matt Collis, Team Leader - Account Management, 24/7 Real Media</i> • <i>Victor Leung, Marketing Manager, Fairfax Digital</i> • <i>Jamie Silver, Director, Clear Light Digital</i> 	<p>Terrace Room:</p> <p>4.00pm – 5.00pm</p> <p>Search Engine Friendly Site Design in Age of Web 2.0: You can have all the bells and whistles of web 2.0, AJAX and Javascript, without search engine ranking pain - but only if you get the site architecture right.</p> <ul style="list-style-type: none"> • <i>Chris Dimmock, CEO, Cogentis</i> <p>Balancing SEO and Paid Search: Life is all balance and so is search. The most effective search marketing strategy is to deploy both search engine optimization strategies and a paid search campaign to achieve the best results.</p> <ul style="list-style-type: none"> • <i>Stephen Murphy, Pay Per Click</i>
5.00pm: Conference Close	