

Innovate Paid & Natural Search,
Exploit New Trademark Bidding Rules
& Harness Future Online Trends For

FORWARD- THINKING SEARCH STRATEGIES

Lead The Way With A Cutting-Edge Campaign That Outclasses
Your Rivals For Maximum Return On Minimum Spend:

- 1 Get to grips with **Google's trademark policy overhaul** and use the changes to your advantage to avoid the frenzy of competitive bidding and retain healthy relationships with your competitors
- 2 Inject creativity into your **paid and natural search** strategies to increase your ranking and use the latest in tracking and measurement techniques to retain your competitive edge
- 3 Navigate the **agency minefield** in deciding whether to outsource and promote your brand with intelligent agency selection
- 4 As belts are tightened across the board, **monitor and streamline your spend** with a targeted online campaign that uses the latest in budget reporting tools

PLUS: Affiliate Marketing
Separately Bookable Half-Day Workshop
Practical Guidance For Sophisticated
Affiliate Marketing 5 March 2009



SNAPSHOT
The Future Of Search
Universal search,
social media,
blogging and
affiliates

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Propel your search campaign forward with invaluable advice from the following expert speakers:

Justin Basini
Vice President of Marketing
Capital One Europe



Ben Rotheray
UK Digital Marketing Manager
Land Rover



James Davey
Head of Online
B&Q



Steve Wind-Mozley
Head of Online
Game



Simon Brydon
Head of Online
Racing UK



Jonathan Beeston
European Client Services Director
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Colin Lewis
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