

AGENDA

Auditorium 1

(3000 Capacity) Moderator: **Kelvin Newman**

TIME	EVENT
10:00	FUTURE OF SEARCH Greg Gifford - Beetlejuice's Guide to Entities and the Future of SEO Tim Soulo - Rethinking The Fundamentals of Keyword Research With The Insights From Big Data Sal Mohammed - Why Ai Will Be a Key Part of Your Team, Not a Replacement
11:15	BREAK
11:45	CONTENT SEO Ahmed Khalifa - Making Captions Beautiful (and Searchable) to Improve Video Experience Catherine 'Pear' Goulbourne - How to Find Content Gaps When You Don't Speak the Language Steph Whatley - How to 'SEO' Forums, Communities and UGC
13:00	LUNCH BREAK
14:30	SERPS Rory Truesdale - Mining The SERPs: How to Make the Serps a Powerful Weapon in Your SEO Armoury Paige Hobart - SERP Features Glossary Antony Robinson - Building a Brand With Local SEO: The Factors That Create Effortless Online-Offline User Journeys
15:45	BREAK
16:10	ADVANCED SEO Jamie Alberico - Think Like a Bot, Rank Like a Boss: How Googlebot Renders Dan Taylor - How Serverless Technologies Can Help SEOs Overcome Legacy (And Modern) Tech Obstacles Aysun Akarsu - Web Server Logs as Technical SEO Key Data Source
17:15	BREAK
17:30	KEYNOTE Dave Trott - Simple is Smart. Complicated is Stupid
18:00	AFTER PARTY

Adzooma Stage - Auditorium 2

(600 Capacity) Moderator: **Richard Gregory**

TIME	EVENT
10:00	SMALL BUDGET SEO Helen Pollitt - The Cash-Strapped Marketer's Guide to SEO Stacey Macnaught - Content Marketing for Links: Stretching Smaller Budgets Carrie Rose - How To Create a Sexy AF PR Pitch to Land Sexy Af Links No Matter Your Budget or Brand
11:15	BREAK
11:45	USERS FIRST Hannah Mckie - Marketing To A Mature Audience Becky Simms - The Future Of Search is Understanding Human Psychology Kenda Macdonald - Progressive Profiling And Engagement Triggers
13:00	LUNCH BREAK
14:30	CONTENT STRATEGY Alex Jones - The New Blueprint for Content Campaign Success Lukasz Zelezny - How to Turn Your SEO From Zero To Hero With GAP Sam Marsden - Cutting Through The Noise: Delivering Profitable Content Strategies In Competitive Markets
15:45	BREAK
16:10	ONSITE OPTIMISATION Christoph C. Cemper - Improve Your Rankings With Internal Links, Like These 7 Popular Sites Eleni Cashell - How To Turn a Press Release Into Unique Ranking Content Steve Haynes - Medic Update - Easy and Actionable Tips for Recovery
17:15	BREAK
17:30	KEYNOTE IN AUDITORIUM 1

Syndicate 1 & 2

(400 Capacity) Moderator: **Fernando Angulo**

TIME	EVENT
10:00	TECHNICAL Roxana Stingu - How I learned to stop worrying and love the .htaccess file Serena Pearson - Don't F*ck Up Your Site Migration Ashley Berman Hale - Accessibility for people and bots: Compassion-led technical SEO
11:15	BREAK
11:45	ONSITE TECHNICAL Fili Wiese - I Keep Thinking: My Website Can Be Faster! François Goube - The Best Kept Secrets From Robots.txt Jan-Willem Bobbink - What I Learned About SEO From Building Websites With The 10 Most Used JS Frameworks
13:00	LUNCH BREAK
14:30	PR & SEO Laura Hampton - How to Get More From Digital PR (Without Mentioning Ave) Fran Griffin - How To Actually Measure The Impact of Digital PR Coverage Claire Gamble - Let's Take This Offline: The Power of Face-To-Face Events in Digital Marketing
15:45	BREAK
16:10	LINK BUILDING/OUTREACH Alex Cassidy - Email Anatomy: How to Get Top Tier Links Ross Tavendale & Jack Merlin Bruce - Artificial Relationships: How We Used Google's AI To Read The Guardian and Befriend Journalists Shannon Maybury - How to Own Influencer & Content Campaigns
17:15	BREAK
17:30	KEYNOTE IN AUDITORIUM 1

Syndicate 3 & 4

(400 Capacity) Moderator: **Kim Dewe**

TIME	EVENT
10:00	MOBILE Frank Vitovitch - Living In A Mobile First (Indexing) World Solenn Boulic - Tracking Growth With Amp Analytics Luci Wood - Tips For Optimising For Google Discover
11:15	BREAK
11:45	ECOMMERCE Kenneth Wernst Christensen - A Deep Dive Into The SEO Strategy Of The UK's 80 Largest E-Commerce Sites Ben Barker - Practical Ecommerce Tips To Drive Up ROI And Save Time Alexandre Sigoigne - How To Build Perfect Product Landing Pages
13:00	LUNCH BREAK
14:30	MARKET ANALYSIS Björn Beth - From Market To Insights To Strategy - How SEO & Content Really Impact Business Chris Liversidge - How Machine Learning Insights Change The Game For Enterprise SEO (A 20X ROI Case Study) Dixon Jones - How Pagerank Really Works
15:45	BREAK
16:10	SUCCESS Gary Spagnoli - How To Create An Effective Split Testing Matrix Aleyda Solis - What Makes Your SEO Fail... and How to Fix it. Rumble Romagnoli - Persona-Led Reporting: Designing Blinding Reports to Keep Every Stakeholder Happy
17:15	BREAK
17:30	KEYNOTE IN AUDITORIUM 1

AGENDA

Toggl Stage - The Restaurant

(300 Capacity) Moderator: **Amy Card**

TIME	EVENT
10:00	AMAZON Katherine Khoo - Understanding Amazon's A9 Algorithm Prabhat Shah - How to Create Amazon Advertising Campaigns Without Targeting any Keywords? Danny Mcmillan - Amazon PPC - The Science Lab of Your Amazon Business
11:15	BREAK
11:45	FUNDAMENTALS Jeroen Maljers - Most Important Ppc Updates From the Last 12 Months Rohit Nargunde - Getting the Most From Bing Webmaster Tools Ciara Serrano Temprado - My Traffic is Gone! Where the Heck Did it Go?
13:00	LUNCH BREAK
14:30	ECOMMERCE ADVERTISING Pinar Ünsal - Growing Ecommerce Revenue With Google Ads In A Declining Economy Frederik Hyldeg - E-Commerce PPC in An Automated World Alex Major - Supercharge Your Google Shopping Campaigns
15:45	BREAK
16:10	SOCIAL MEDIA Hannah Clare - How We Got Brighton To #BeMoreSnail Marie Page - How To Get Facebook Groups Working For Your Business Yumna Kumran - The Relationship Between Pop Culture And Social Media Marketing!
17:15	BREAK
17:30	KEYNOTE IN AUDITORIUM 1

Meeting Room 1

(300 Capacity) Moderator: **Jennifer Hoffman**

TIME	EVENT
10:00	ADVERTISING Amy Bishop - Data-Driven Remarketing Strategies & Tactics for Every Business Jacob Tibbott - Beat The Competition With Gmail Ads: Email-less Email Marketing Kirk Williams - I Don't Know How to Run Shopping Ads, and At This Point I'm Too Afraid To Ask
11:15	BREAK
11:45	WELLBEING & INCLUSION Allegra Chapman - Happiness will make you rich Amy McManus - Keep Up or Give Up: Imposter Syndrome, Burnout and Mental Health in Digital Tazmin Suleman - Age diversity in SEO and why it is important
13:00	LUNCH BREAK
14:30	STRUCTURED DATA Charlie Norledge - What's new in Structured Data? Martha van Berkel - How to Create Connected Schema Markup and Knowledge Graphs Dateme Tubotamuno - From Knowledge Graphs to Commonsense Knowledge Graphs
15:45	BREAK
16:10	AUTOMATION Dana DiTomaso - Insights, Not Data: Automated Reporting That Works Sabine Langmann - How Basic Programming Skills Can Save You a Ton of Time Mike Osolinski - Utilizing the power of PowerShell for SEO
17:15	BREAK
17:30	KEYNOTE IN AUDITORIUM 1

Mass Media Webcertain Stage

(80 Capacity) Moderator: **Gemma Houghton**

TIME	EVENT
10:00	INTERNATIONAL SOCIAL Jake Porter - Using LinkedIn Paid Ads to support a lead generation campaign Anlieka Marconi - How to Drive Global Sales with Social Selling
11:15	BREAK
11:45	INTERNATIONAL SEARCH Olivia Lofts - Why Translating Your Keywords and Ads is a Bad Idea In PPC/ Paid Media Zanna Puplele - How To Increase Global Traffic and Rankings With Answer Box Optimisation
13:00	LUNCH BREAK
14:30	INTERNATIONAL B2B Daiana Damacus - Why B2B Product Marketers Must Be Brave to Succeed Internationally? Chris Green - Personalisation Brings Success, Speed and Agility to Local Marketers
15:45	FINISH

Showcase Stage

(45 Capacity) Moderator: **Joe Doveton**

TIME	EVENT
10:00	REPORTING SHOWCASE Ross Paton - Unified Attribution: Connecting Digital to Offline & How to Optimise TV & Radio for ROI Adam Chapman-Ballard - How Marketers Miss Up To 60% Of Their Conversions - And How To Capture Them Adrian Kempiaik - Neadoo's CRM - A Better Way To Report And Communicate
11:15	BREAK
11:45	LINKS & OUTREACH SHOWCASE Will Hobson - How Reactive PR Can Lead To Links Joshua Hardwick - How To Find Link Building Opportunities Using Ahrefs Dixon Jones - Majestic New Product Developments
13:00	LUNCH BREAK
14:30	SEO SHOWCASE Ivano Di Biasi - SEOZoom A Different Approach To Professional SEO Tools Wez Maynard - Increase Your Level Cap With The SEO Performance Expansion Pack Chloe Bodard - Site Migrations: Getting On Site, Off Site & Technical Right
15:45	FINISH