

## a4uExpo - Amsterdam, Day 1 - 28. April 2009

Time	Room A	Room B-B1	Room C-D	Room E-F
9:30 - 10:30	<b>Affiliate Managers toolkit</b> <i>Ralf Hein, Mark Russell, Barry Smith</i>	<b>International SEO 101</b> <i>Judith Lewis</i>	<b>Conversion optimisation &amp; persuasion architecture: Start improving your conversion, right now!</b> <i>Ton Wessling</i>	<b>New web &amp; traditional PR strategies</b> <i>Andy Barr</i>
11:00 - 12:00	<b>WordPress optimisation strategies</b> <i>Joost de Valk</i>	<b>Setting quality standards in Affiliate Marketing – eBay case study</b> <i>Chirs Howard, Will Martin-Gill</i>	<b>How can CPA based business models survive in the future?</b> <i>Marc Stilke</i>	<b>Understanding the Affiliate mindset to grab attention for your Affiliate Programme</b> <i>Joris Toonders, Henk Jan Bijmolt</i>
12:30 - 13:30	<b>Extreme SEO panel Q&amp;A</b> <i>Dave Naylor, Ciaràn Norris, Marcus Tandler, Joost de Valk</i>	<b>Is Affiliate Marketing really worthwhile? – The effect of the Affiliate Channel on your wider online marketing activity</b> <i>Matt Bailey</i>	<b>What does Affiliate Marketing mean in Europe?</b> <i>Pete Wilson, Tim van der Bilt</i>	<b>The ethics of Affiliate Tracking</b> <i>Marko Dobroschelski</i>
14:00 - 15:00		<b>How to proactively increase your conversion rate</b> <i>Peter Ellen</i>	<b>The importance of keyword domain names in optimizing website traffic</b> <i>Hugo Dalrymple-Smith</i>	<b>Don't mess up your content - How creative content increases ROI</b> <i>Hannah Swift</i>
15:00 - 16:00	<b>The future of Affiliate Marketing in Germany</b> <i>Dominik Grollman, Micheal Kruse, Marcus Tandler, Alexander Holl, Sascha Preisegger, Thomas Eisinger</i>	<b>Big site SEO strategies</b> <i>Dave Naylor</i>	<b>Managing success in a downturn : Analysing &amp; motivating channels within Affiliate Marketing</b> <i>David Harding, Daniel Powel</i>	<b>SEO and conversion surgery - Live Q&amp;A</b> <i>Dixon Jones, Gary Beal, Joost de Valk, Bas van den Beld, Roy Huiskes, Ciaràn Norris</i>
16:30 - 17:30	<b>International super Affiliate Panel</b> <i>Sri Sharma, Pascal Fantou, Marcus Tandler, Shakil Khan</i>	<b>New ways to monetise social media</b> <i>Alicia Navarro</i>	<b>XML and data feeds - Standardisation and implementation for success</b> <i>Speakers to be announced</i>	<b>Voucher codes – The demise or is it just the beginning of the channel?</b> <i>Kier Marston, Axel Landschoof</i>

[compiled by http://www.seoexplorer.de](http://www.seoexplorer.de)

## a4uExpo - Amsterdam, Day 2 - 29. April 2009

Time	Room A	Room B-B1	Room C-D	Room E-F
9:30 - 10:30	<b>How the European digital and interactive marketing industry is shaping up and where the future growth lies</b> <i>Alain Heureux</i>	<b>Innovative AdMedia design with google gadgets</b> <i>Denis Maibaum</i>	<b>The growing partnership role of traditional media agencies within the Affiliate Marketing relationship</b> <i>Auke Boersma, Menker Johannes</i>	As Online continues to take its valid slice of the performance cake, what does the future hold for performance advertising in general? Nicky Iapino
11:00 - 12:00	<b>Conversion clinic: 'recession proofing' your landing pages</b> <i>Ben Jesson, Karl Blanks, Steven Pavlovich</i>	<b>Standardization, self governance and self regulation as an industry – Can this become a reality?</b> <i>Matt Bailey, Pete Wilson, Helen Southgate</i>	<b>\$1m Blogging strategies uncovered</b> <i>Al Carlton</i>	<b>2010: Major publishers moving in to the CPA advertising model en masse?</b> <i>Simon Richardson, Marcel de Groot, Justin Sandee, Caroline Ferguson, Jack Schilder, Niels Aben</i>
12:30 - 13:30	<b>Managing your start-up from formation to exit strategy</b> <i>Felix Haas, Steve Brown, Thomas Bindl, Shakil Khan</i>	<b>Proven strategies earn more ROI from your Paid Search campaigns</b> <i>Sri Sharma</i>	<b>Managing cashback and reward sites effectively</b> <i>James Little, Kevin Edwards, Maureen McDonagh</i>	<b>Maximising affiliate revenue in a digital age</b> <i>Liane Dietrich</i>
14:00 - 14:45		<b>Advanced link building, how to find and get those real juicy links in 2009</b> <i>Christopher C Cemper</i>	<b>Internationally managing your campaign from a distance</b> <i>Peter Norris, Cheryl Ingram, Lena Siara Huang</i>	<b>International insight : Looking ahead in time at publisher activities</b> <i>Ben Manning</i>
15:00 - 16:00	<b>The future of Affiliate Marketing in the Netherlands</b> <i>Paul Schoenmakers, Joris Toonders, Auke Boersma, Remko Nuteren</i>	<b>Google quality score &amp; the PPC black hole</b> <i>Judith Lewis</i>	<b>Transparency and Affiliates: Is there a benefit?</b> <i>Ewan Darby, Lori Helms Geoffroy, Albrecht Fischer, Sebastien Galina</i>	<b>Optimizing your campaign traffic with Google Analytics</b> <i>René Nijhuis</i>
16:30 - 17:30	<b>Link building strategies; Beyond link bait</b> <i>John Straw, Wiep Knol, Bas van den Beld</i>	<b>Landing page success story: How we increased SEOmoz's sales by 170%</b> <i>Ben Jesson, Karl Blanks, Steven Pavlovich</i>	<b>Results with performance based video</b> <i>Irfon Watkins</i>	<b>International targeting for SEO</b> <i>Gary Beal</i>