



ICMA ATHENS CONFERENCE 22-24 OCTOBER 2014

SPEAKER BRIEF

- WORKSHOP:** Advanced SEO
- FACILITATOR:** Patrick Price, BlueGlass Interactive
- DATE/TIME:** Thursday 23rd October 14:00 – 16:00
- Workshop Session 1 - 14:00 – 14:40
Workshop Session 2 - 14:40 – 15:20
Workshop Session 3 - 15:20 – 16:00
- LENGTH:** Each workshop is 40 minutes long. There will be three sessions in total that will be presented to a different set of participants each time.
- AUDIENCE:** ICMA delegates are publishers of classified advertising products, originally via the print channel but now actively via websites and this is their main focus. Most of the publishers come from the print free-ads classifieds-only background (e.g. LOOT) due to our FAPIA origins, but since opening up we have publishers of vertical products (e.g. Autotrader), online only (e.g. eBay) and free-distribution (e.g. Friday-Ad). There will be approximately 100 delegates attending the conference, about 70% will be senior management (publishers, general managers, CEO's, MD's etc.), 20% middle management (sales, marketing, circulation and business development managers) and the remainder will be more operational (IT, finance, sales people etc.). The company types range from independent entrepreneurs, to regional players, from classified specialists, to business units of major newspaper groups and young internet start-ups. We expect to have 25 countries represented and whilst English is the Association language, speaking clearly and not too quickly is always appreciated.
- OBJECTIVE:** Lead our Advanced SEO Workshop to help our members understand how the new search engine algorithms work and help digital sites achieve strong organic performance.
- SOME ISSUES:** Best practice, worst practice, technology, mobile, competition, SEO
- QUESTIONS:** For any questions regarding the content of the presentation, please contact Hannah Rolls on hannah@icmaonline.org

Deadline for receipt of presentations is Monday 8 October