

## SEARCH CAMP PHILLY - DAY 1 AGENDA (9/6/08)

TIME	BASIC		INTERMEDIATE		ADVANCED		ADVANCED 2	
	Session	Speaker	Session	Speaker	Session	Speaker	Session	Speaker
Sat 9/6/08								
10:00 - 10:45	SEO 101	Wil Reynolds, Seer Interactive	Blended Search	Giovanni Gallucci, Viewzi	Keyword Research	Greg Meyers, Campaign Grid	SEM on a ShoeString Budget	Beth Harte, The Harte of Marketing Blog
11:00 - 11:45	PPC 101	Greg Meyers, Campaign Grid	Video & Podcast Optimization	Liana "Li" Evans, KeyRelevance	Corporate Blogging	Debbie Weil	Social Media & PR	Geoff Livingston, Livingston Communication
Lunch								
1:00 - 1:45	Social Media 101	Liana "Li" Evans, Key Relevance	Feeds	Brian Cosgrove, AARF	How Not To Get Ripped Off by Search Firms	Wil Reynolds, Seer Interactive	Why Flash Sites Aren't Good For Search & Usability	Kim Krause Berg, Cr8PC
2:00 - 2:45	PR & The Web 101	Beth Harte, The Harte of Marketing Blog	B2B Site Clinic	Greg Myers, Brian Cosgrove	Linkbuilding	Michael Abolafia, Taylor Gifts	Blog Clinic	Debbie Weil, Geoff Livingston
3:00 - 3:45	Analytics 101	Brian Cosgrove, AARF	SMB Site Clinic	Will Reynolds, Simon Heseltine	Building Communities	Kim Krause Berg, Cre8asite Forums	Monetizing Your Blog	Michael Abolafia, Taylor Gifts