

SEARCH CAMP PHILLY - DAY 2 AGENDA (9/7/08)

TIME	BASIC		INTERMEDIATE		ADVANCED 1		ADVANCED 2	
	Session	Speaker	Session	Speaker	Session	Speaker	Session	Speaker
Sun 9/7/08								
10:00 - 10:45	Usability 101	Kim Krause Berg, Cre8PC	Local Search	Simon Heseltine, Serengeti Communications	SEO vs. PPC. Vs. Social	Greg Meyers, Wil Reynolds, Liana "Li" Evans	Website Architecture	Chris Phillips, AARF
11:00 - 11:45	Affiliates 101	Donna McCarthy, DMC Affiliate Consulting	Offline & Online Convergence	Liana "Li" Evans, Key Relevance	Sex, Drugs, & Rock n Roll: How to Create Content & Get Links like a Rockstar	Eric Hebert, Evolvor Media	Is Email Marketing Dead?	Beth Harte, The Harte of Marketing Blog
Lunch								
1:00 - 1:45	Blogging for Business	Geoff Livingston, Livingston Communications	Brand & Reputation Management	Beth Harte, The Harte of Marketing Blog	How Do Search Engine Spiders Work	Giovanni Gallucci, Viewzi	Search's Past, Present & Future	Kevin Ryan, Search Engine Strategies
2:00 - 2:45	Free SEM Tools	Brian Cosgrove, AARF	B2C Site Clinic	Michael Abolafia, Kim Berg	Twitter & Plurk - MicroBlogging to the Extreme	Geoff Livingston, Livingston Communications	Social News, Bookmarking & Search	Simon Heseltine, Serengeti Communications
3:00 - 3:45	Conversion 101	Alex Cohen, Digital Alex	Entrepenaur Site Clinic	Brian Cosgrove, Simon Heseltine	SEM for Non Profts	Greg Meyers, Campaign Grid	Blog Clinic	Geoff Livingston, Liana "Li" Evans