

# **The Search Engine Marketing (SEM) Conference Philippines 2007**

## **Date and Venue**

09-10 October 2007  
The Grand Ballroom, Hotel Intercontinental  
Makati City, Philippines

Presented By:  
SEO Philippines, Fiera de Manila, Inc. and IMVSolutions.com Inc.

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## **Event Concept/Description**

The Search Engine Marketing (SEM) Conference Philippines 2007 is the leading edge event for sharing real world information about the growing search industry, with key topics in search engine marketing, search engine optimization, pay-per-click, conversion optimization, web analytics, viral & word-of-mouth marketing and social media & community-driven marketing.

This Conference will unlock the nuts and bolts of search marketing as a key to customer acquisition, conversion, and retention through proper site optimization, with a special emphasis on web analytics to bring a new level of rigor and certainty to your entire search engine marketing strategy. The Conference is designed to roll out tips and techniques to increase web site traffic, link popularity, visibility, and site conversion opportunities. Other Internet marketing channels like affiliate marketing and email marketing will also be discussed.

This Conference is must for interactive & digital marketers, brand marketers, web masters, bloggers, and those involved in Internet marketing and electronic commerce in today's seamless Web 2.0 world. Topics are scaled from novice (light content) to advanced experience levels (heavy content). Leading interactive marketing companies, technology providers, software vendors, Internet & web services providers, IT and management consulting companies, mobile & wireless, telecom companies, training institutes, software development companies, e-banking and financial institutions, content providers, and government agencies will showcase and demonstrate the latest Internet/wireless & mobile/e-commerce/e-business solutions, technologies, and innovations at the exhibit floor.

## **Event Highlights**

- 2-day Exhibition on IT/Marketing/Advertising Products, Services, Solutions
- Corporate Presentations, Product Launching, Free Internet Surfing

## **Who Should Attend**

IT Professionals, SME Entrepreneurs, Businessmen, Chief Information/Technology Officers, Web masters, Content Entrepreneurs/Providers, Financial and Internet Bankers, IT/MIS Managers, IT Professionals, IT Project Managers, Cyber Lawyers, Policy Makers, Legislators, Educators, Web Developers, Venture Capital Firms, Managing Directors and CEOs, CRM Managers, Direct and Interactive Marketing Managers, Database Managers, IT Managers, Brand and Product Managers, Digital Marketing Directors and Managers, DM and CRM Agency Owners, General Managers/Owners, and those responsible for the development and implementation of business strategies geared towards Internet and digital marketing.

### **Conference Registration Fee - RESERVE A SEAT, SIGN-UP NOW!**

- P8,500.00 for two (2) days, inclusive of meals and conference kit
  - P7,000.00 for two (2) days, for academe and government
  - US\$220.00 for two (2) days, for foreign delegate
- Early Bird Discount: 10% discount on or before August 31, 2007.

## **Key Conference Topics**

Day 1 October 9, 2007 (Tuesday)

### **Harnessing the Power of Search**

A. Opening Ceremonies and Keynote Address

Keynote Speaker: Aaron Wall of SEOBook.com

Aaron is a popular blogger and search engine marketing expert who entered the field in 2003. He has consulted for some of the largest websites, smaller websites, and publishes many of his own sites. He has been interviewed by mainstream media organizations like Forbes, the London Times, and the WSJ and has spoke publicly at numerous Internet marketing conferences. His popular site at SEOBook.com is widely read and considered by many as the most authoritative guide to learning SEO on the web.

*“Aaron Wall’s SEO Book is the best guide I have found for getting serious web visibility.”*

Professor J. Michael Steele

The Wharton School — University of Pennsylvania

*“Everyone should read your book. I did. I’m glad I did.”*

Seth Godin

New York Times Best Selling Author

*“I’ve used these materials in MBA-level courses I teach and students are very impressed with the depth of coverage. The SEO Book and site are highly recommended.”*

Paul Christ, Ph.D.

Marketing Professor

KnowThis.com

### **1. Search Engine Optimization (SEO): the Good, the Bad and the Ugly**

Learn the latest factors that directly affect your site's rankings in search engines like Google, Yahoo! and MSN. Discover what works and what doesn't work. Enjoy step by step instruction that will discuss the basics of SEO, as well as the latest techniques to get top rankings for your site.

## **2. SEO for Megasites**

Large, dynamic sites with thousand or more pages like e-commerce stores and news sites demand special optimization considerations. Get insider information on optimization techniques for large-scale sites.

## **3. Tried and Tested Keyword Research Tactics**

Target the wrong keywords and your optimization efforts would likely fail. Point your optimization initiatives to the right direction by discovering the best keywords that bring both traffic and conversions for your niche.

## **4. Effective Web Copywriting**

How do you write effective web site copy that engages the reader and also helps your search engine rankings? We'll walk you through best practices for writing for your customers (conversions) and for search engines (traffic).

## **5. Link Building Tactics, Tool & Techniques**

Why is link building crucial to search engine optimization? Learn link building practices to both emulate and avoid. Uncover tools and techniques that can be used to build effective links to your web site that stand the test of time.

## **6. Advanced Link Building Strategies**

Discover link building opportunities before your competition does. Learn innovative ways to identify high quality sites to request links from as well as the most effective approach to take when requesting links from them. Your competition won't know what hit them.

## **7. Uncovering Innovative Competitor Link Strategies**

Ever wondered why the competition is above you on the search engine results? Learn your competitor's ranking secrets via this hands-on workshop.

## **8. The Best of Pay-Per-Click (PPC)**

What is pay-per-click? What makes it one of the most effective paid online advertising channels? What are the different pay-per-click advertising programs that local businesses can use? We'll walk you through best practice guidelines and at the end of the session, you'll learn how to setup and manage PPC campaigns for Google AdWords, Yahoo! Search Marketing and MSN adCenter, three of the best pay-per-click programs in the market today.

## **9. Pitfalls of Pay-Per-Click (PPC)**

Experienced Internet marketers know that pay-per-click has one of the highest ROI rates among paid advertising channels but businesses still fear it because of one thing: click fraud. Learn what click fraud is and how search engines address it. Discover click fraud detection strategies and measures you can take to minimize the risk.

Day 2 October 10, 2007 (Wednesday)

## **Designing the Best Customer Experience**

B. Keynote Address

### **1. Mission Redesign: When, What and How?**

Thinking of a site redesign? Before you dive in, consider the following: why do you need a site redesign? Which portions of the site need improvement or will it be a total overhaul? Should I use in-house talent or should I outsource? Join as our experts dissect a typical site redesign project and walk you through the creative process.

### **2. Innovative Landing Page Optimization**

Once a visitor lands on your site, you only have a few seconds to make an impression. If the visitor doesn't find what he's looking for or does not know what to do next, he's gone. Learn how to optimize your landing pages to keep visitors coming and converting.

### **3. The Perfect Check Out**

You've got the perfect product. You've got a kick-ass site. But why are they not buying? See why most sites fail customers at the most important point of the conversion process: the checkout.

### **4. Super Site Clinic - Give Your Site an Instant Makeover**

Learn from our user experience experts as they join forces to give your site a thorough site review LIVE via a panel discussion! They will tell you what works, what needs changing and why.

### **5. Web Analytics Best Practices**

Should you be satisfied with just tracking visits? Do you need to measure other statistics like your site's click through rate, page views, cart abandonment rate, etc.? This presentation will identify what can be measured, to help you determine what needs to be measured.

### **6. Analyzing Google Analytics**

Learn how to start your web analytics initiative inhouse with Google Analytics 2.0. How do the various web analytics solutions compare with Google's re-designed web traffic analytics service?

### **7. Building Email Campaigns that Drive Open, Click Through and Conversion Rates**

Learn how email marketing enhances merchant-customer relationships and encourages customer loyalty and repeat business. Get core insights on setting up effective email campaigns from actual email

marketing veterans. If US firms spent \$400 million on email marketing alone in 2006, you know this channel is something worth looking into.

### **8. Using Affiliates to Grow Your Online Business**

How do you build massive traffic and revenue overnight without ruining your business? Get your own network of online sales agents (affiliates) to help promote your business! Listen as our experts break down the how's and the what's of running your own affiliate program, including how to attract and retain high performing affiliates.

### **9. Tracking Buzz: How to Manage Your Online Reputation**

Do you need help monitoring your reputation? Want to know what bloggers think about your business and your products? When you undertake a search for your company name or brand is negative information relating to your company showing up in the search results? Is your company and brand reputation being adversely affected by these negative high ranking results? Protect and enhance your business by controlling how your name and brand appear online and in search results.

### **10. Utilizing User-Generated Data to Drive Conversions**

In this Web 2.0 world, the increased prevalence of user-generated content in discussion groups, blogs and wikis and in social networking sites like Friendster and MySpace can be both beneficial and harmful to your business. Find out the opportunities and risks that these social nets offer.

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**Conference Registration Form**

Fax: +632-8970637, 8902101 Email: [fiera@info.com.ph](mailto:fiera@info.com.ph)

Yes/I/We would like to attend the Search Engine Marketing (SEM) Conference on October 9-10, 2007.  
Please reserve a seat.

**Registration Fee:**

P8,500.00 for two (2) days, inclusive of meals and conference kit

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Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Mobile \_\_\_\_\_  
 Email \_\_\_\_\_  
 Web Site \_\_\_\_\_

Please make the check payable to: Fiera de Manila, Inc.

Charge to Credit Card:  Mastercard  Visa  American Express

Cardholder's Name \_\_\_\_\_  
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 Amount \_\_\_\_\_  
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For more details, please call: +632-8960639, 8960637, 8996216, fax: +632-8960637, 8902101, email: [fiera@info.com.ph](mailto:fiera@info.com.ph), visit web site: <http://www.fmi.com.ph>, <http://www.imvsolutions.com>

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## **Exhibit Profile**

Computer hardware, software and peripherals, E-Commerce Solution providers, Internet and Web development services/solutions, Telecommunications, Mobile and Wireless communication products, Marketing and IT consulting, Training Institutes and Education centers, Financial Institutions, Internet Banking, Software Development Companies, Internet Security Products, Internet Service Providers, IT Support Centers, Call Centers and CRM, Online Media, and electronic advertising services.

## **Corporate Sponsorship Packages**

### **Gold Sponsorship - P300,000.00 or US\$7,500.00**

- 2x4 sqm. exhibit raw space
- 25 minutes presentation slot in the conference
- inclusion of company logo in event's marketing materials, such as, print ads, souvenir program, and flyers
- free three (3) slots in 2-day conference
- free hanging of streamers/ banners in conference room
- inclusion of company and product brochures in conference kit
- provision of event database both for conference delegates
- 200-word portrait of your company/institution/project plus logo to the official conference web site at <http://www.imvsolutions.com/sem2007/>

### **Silver Sponsorship - P200,000.00 or US\$5,000.00**

- 2x2 sqm. exhibit space
- inclusion of company logo in event's marketing materials, such as, print ads, souvenir program, and flyers
- free two (2) slots in 2-day conference
- free hanging of streamers/ banners in conference room
- inclusion of company and product brochures in conference kit
- 200-word portrait of your company/institution/project plus logo to the official conference web site at <http://www.imvsolutions.com/sem2007/>

### **Regular Booth Participation Fee**

P25,000.00 (exclusive of VAT), Philippine-based companies

US\$650.00 (exclusive of VAT), foreign-based companies

Description of Booth Amenities: 2x2 sqm. exhibit space, carpeting, wall panels, fluorescent lighting, negotiation table and chair, convenience outlet, and fascia

## **Other Marketing Opportunities**

**Conference Bag Sponsorship** - your company will have special exposure and mileage with 200 conference attendees per day as they carry a conference bag sponsored by your company. Investment Rate: P100,000.00 or US\$2,200.00

**Congress Badge/ID Sponsor** - your chance to prominently feature your company to all trade visitors, conference attendees, and guest wearing the Congress badge all over the exhibition site and congress hall. Investment Rate: P75,000.00 or US\$1,635.00

**Advertisement in CD Rom Souvenir Program** - place your company advertisement in the Congress Souvenir Program in CD Rom format which will be distributed to all conference attendees, VIPs,

Foreign Embassies based in the Philippines, chamber of commerce in the Philippines, government agencies, and other trade organizations. Your full color ad will be in JPEG or PDF format. Insertion Rate: P10,000.00 or US\$220.00

**Lanyard Sponsorship** - This high-visibility sponsorship puts your company logo on the lanyard used to hang SEM attendee's badges from their necks. The sponsor is responsible for the production of and the cost of producing the lanyard. Investment Rate: P50,000.00 or US\$1,100.00

**Conference Notepad Sponsorship** - Provide all registered SEM attendees with a branded notepad that will be distributed in the attendee bags. The sponsor is responsible for the production of and the cost of producing the notepads, which are subject to SEM approval. Investment Rate: P25,000.00 or US\$550.00

**Pen Sponsorship** - Your branded pens will be distributed in the Conference attendee bag. The sponsor is responsible for the production of and the cost of producing the pens. SEM will approve of the pen type. Investment Rate: P25,000.00 or US\$550.00

**Conference Bag Insert** - Reach all SEM attendees by distribution of your promotional item in the Conference bags. Sorry, no pens or notepads since those sponsorships are sold separately. Investment Rate: P10,000.00 or US\$220.00

**Refreshment Break Sponsorship** - Sponsor recognized at each refreshment station. Branded napkins, cups and/or glasses to be supplied by sponsor. Investment Rate: P100,000.00 or US\$2,200.00  
All sponsorships and exhibit opportunities are available on a first-come, first-served basis.

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Please pass this Invitation to your friends and colleagues.  
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