

SIX

TORONTO 2011™

APRIL 28-29, 2011
SHERATON CENTRE TORONTO HOTEL
TORONTO

CONFERENCE GUIDE



Chris Sherman
Executive Editor,
Search Engine Land



Vanessa Fox
Contributing Editor,
Search Engine Land

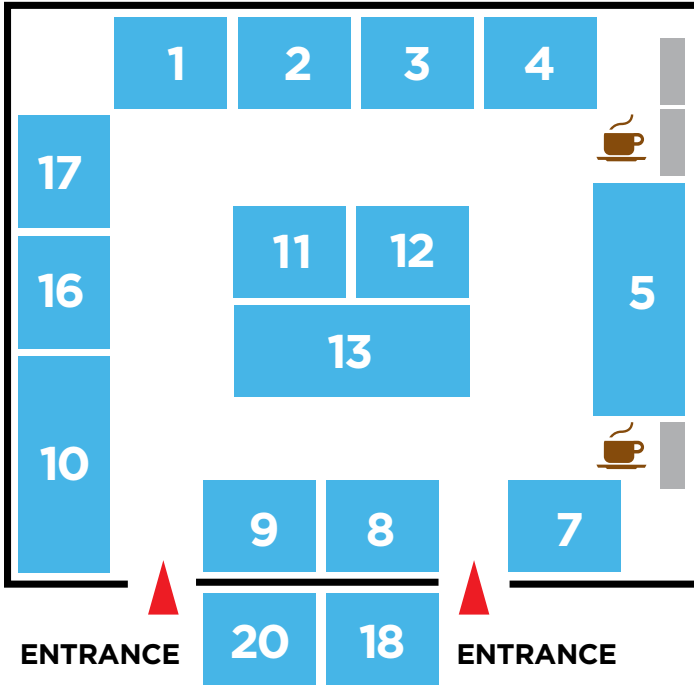


Mitch Joel
Author *Six Pixels*
of *Separation* and
President, Twist Image

www.SearchMarketingExpo.ca

program overseen by
search engine land

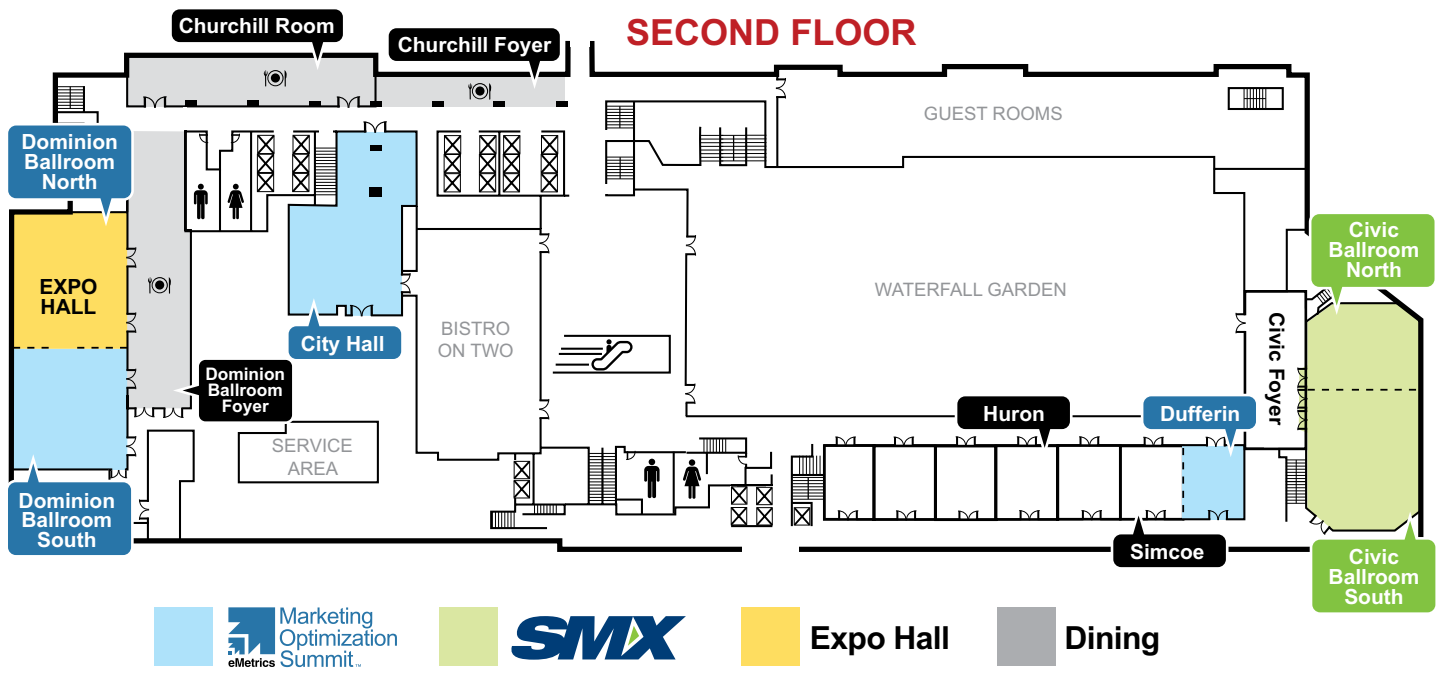
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Exhibitors	Booth #
Elsner	1
Search Engine People	2
DAC Group	3
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SEMPO Canada	Civic Foyer
Society of Internet Professionals	Civic Foyer

FREE WiFi sponsored by **OUTRIDER**
 Connect to the "DATAVALET"
 "DATAVALET-2" SSID
 Username: eMetrics-SMX
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Expo Hours:
 April 27 • 6:30pm - 7:30pm
 April 28 • 9:30am - 7:30pm
 April 29 • 9:30am - 4:00pm



We're delighted you're joining us for our third annual Search Marketing Expo – SMX Toronto!

This year's conference features over 30 sessions, workshops and networking events covering the most important aspects of search marketing. Experienced search marketers, online managers, technology executives, traditional marketers and communications professionals. There are sessions for all these types of people.

Keynote and Conference Chair – Chris Sherman

This year we are pleased to welcome Chris Sherman, Executive Editor, Search Engine Land and the creative force behind Search Marketing Expo events around the world. Chris will start us off with a look at the State of Search Marketing today.

Search has seen more change over the past year than any time since the very early days. While the fundamentals of core search marketing remain constant, new innovations and features such as Google Instant and the incorporation of social signals into relevance algorithms have been significant. Updates like the recent "Farmer/Panda" tsunami impacted the rankings of thousands of web sites. And new features and changes to ad programs have presented both opportunities and challenges for marketers. In this keynote, Chris looks at recent changes and talks about where things may be going as search continues into the 2010s.

SMX Toronto and the eMetrics Marketing Optimization Summit together again:

This is our third year in Toronto where we co-locate with the eMetrics Marketing Optimization Summit, a conference founded by Jim Sterne and focused on the broader topic of online marketing analytics and optimization. SMX Toronto and eMetrics welcome all attendees to the shared exhibit hall and networking events.

Something for Everyone

Whether you're a beginner, intermediate or an advanced search marketer; whether your interests are specific to PPC, SEO, mobile or social media — there's plenty of sessions to choose from. The search landscape is broad and deep, so we've brought together the most important topics featuring the strategies and tactics impacting search marketing success today.

Continued focus on Search Analytics:

There's no channel more measurable than the web. And there's no tactic that allows for more diverse data diving than search marketing. We measure performance across media, countries and regions, keywords, creative, landing pages, time of day, by product and by brand. We optimize for awareness, information consumption, influence, downloads, sign ups, leads, sales and more. SMX Toronto offers several sessions and workshops dedicated to search analytics and optimization

Other key areas of focus for SMX Toronto include Search and Social for 2011, SEO Fundamentals and SEO Advanced; Paid Search and Advertising; Local and Location-based Marketing. .

Be sure to take advantage of the networking between sessions, at lunch and at the SMX After Dark Party on April 28th from 8:00 to 11:00 PM at the Harlem Underground, 745 Queen Street West, bring your pass to get in. Sponsored by DAC Group and Search Engine People.

Enjoy the show!

Presentations:

Presentations from speakers who provided them will be posted to the conference website. You can find them at:

<http://www.searchmarketingexpo.ca/2011/preso/>

User name: smxto2011

Password: otxms11

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SPONSORS

9th sphere

www.9thsphere.com

9th sphere 

9th sphere is a full-service website solutions provider focused on delivering a strong ROI for our clients. Since 1997, we've been putting our award-winning expertise to work, earning recognition for effectiveness in design, development and marketing results-driven websites. 9th sphere is proud to offer top industry experts, state-of-the-art technology and exceptional customer care that result in a solid service value that our clients' prosper from.

We produce smart and powerful website solutions that get real results for a wide variety of businesses. We continue to invest in our all in-house people, technologies and systems, allowing us to create quality projects under tight timelines while providing reliable customer service.

AuroIM LLC

www.auroin.com

Booth 4



Providing SEO services for nearly a decade, offering:

- Real SEO strategies that seamlessly blend in with your marketing plan; your vision comes first.
- An equal focus on engaging both human visitors and search engines, while designing SEO content and a market strategy.
- SEO services with a focus on relevance and human visitor appeal.
- SEO services with a maximum cost benefit ratio (cost optimization).
- Constant market monitoring and searching for opportunities to enhance your brand's interests.
- Delivering the highest level of campaign results, customer service and technical expertise.
- A high regard for your reputation, as well as ours.
- Multiple channels of communication open 24X7 for quick response to client needs.

You can use AuroIN for guaranteed result!

DAC Group

www.dacgroup.com

Booth 3



Founded in 1972, DAC Group is Canada's largest, and one of North America's leading, digital and directory agencies with offices in Toronto, Montreal, Calgary, Vancouver, Rochester, Louisville, New York and Cleveland. DAC Group combines consumer insight, proprietary technology and media expertise to create innovative marketing and lead generation solutions. A leader in developing ROI based strategies, DAC Group drives business and revenue via local, regional and national programs integrating a broad range of online and offline channels including search engines (SEM/SEO), directories, social and mobile media. The agency is owned by its management.

Elsner

www.blurbpoint.com

Booth 1



Blurbpoint is a fully self-functional sub-division of Elsner Technologies Pvt Ltd, a leading IT company that provides Search Engine Optimization, Search Engine Marketing, Web Development, Mobile Applications Development and provides BPO / KPO services.

Blurbpoint is a professional Search Agency that offers organic search engine optimization and link building services. With a proven track record and assured client satisfaction, Blurbpoint offers powerful and effective services to help increase the clients ROI. Learn more at www.blurbpoint.com SEO Services, Link Building Service, Search Engine Marketing, Social Media Marketing, PPC, Reputation Management, BPO/KPO Services, Web Dev, Iphone/Android Dev.

NVI Interactive Strategy

www.nvisolutions.com

Booth 16



NVI is Canada's front-running web design and interactive strategy company. Based in Montreal, we've attracted a multilingual, multitalented, and slightly psychotic staff – the perfect recipe for massive web success. With depth in experience, agility, and careful research, NVI not only adapts to a web in flux, but pioneers new interactive strategies. We get to know you and how your industry operates, helping you define, reach, and track your goals. Our results-driven attitude keeps you making money, supported by our core values of efficiency, knowledge, boldness, creativity, and transparency.

Offering a broad range of services allows us to give your site what it needs most. We develop using the most current tools and knowledge, incorporating professional website design, content management (CMS), and copywriting. With a strong core in organic search engine optimization (SEO) and analytics, we determine the ideal supporting services for your business: paid search marketing (PPC), online PR, and banner advertising management and social media marketing – whatever brings your web site the explosive launch (or re-launch) you need. Our clients trust us to deliver impressive and transparent results. NVI's dedication to optimization in all forms helps you achieve the right goals quickly.

Outrider Canada

www.outrider.com



Outrider, a leading global search marketing consultancy, helps clients experience relevance with their marketing through strategic planning and management of search campaigns that deliver insight, immediacy and impact. Understanding the dynamic effect search and consumer driven media can have on a business, we enable clients to engage in dialogue with consumers, offering them meaningful content and delivering relevant experiences that build valuable relationships.

Outrider is a WPP group company and the designated search marketing agency of GroupM, WPP's media buying and planning arm. We are at the forefront of providing search as a piece of a medium agnostic solutions process whereby client objectives and goals drive the media solutions. We work with the world's most innovative companies, support the fastest-growing brands and manage the most successful marketing campaigns for premiere clients including Sears, AstraZeneca and Xerox, as well as others from the entertainment, travel, retail and pharmaceutical industries.

Outrider is pleased to be the Official Wifi Sponsor for SMX Toronto.

Exhibitors and Sponsors

SPONSORS

Search Engine People
www.searchenginepeople.com



Booth 2

Search Engine People Inc. (SEP) is one of Canada's largest and most experienced search and social media marketing firms. From humble beginnings in 2001, SEP today boasts over 50+ employees and has been acknowledged as one of the hundred Fastest Growing Companies in Canada by Profit magazine in both 2009 and 2010. SEP CEO Jeff Quipp attributes the growth to its commitment to client satisfaction, and to practicing what it preaches. SEP specializes in SEO, paid search, social media marketing, conversion optimization, analytics and call tracking, and local and mobile optimization. Its client base reads as the who's who of Canadian internet, although SEP does work with small and medium sized businesses also.

ASSOCIATION PARTNERS

SEMPO Canada
www.url.com



Booth – Located in the Civic Foyer

SEMPO Canada is a SEMPO Working Group which focuses on improving the growth, awareness and understanding of Search Engine Marketing (SEM) in Canada. Because you operate your business in Canada, by joining SEMPO.org you automatically become a member of SEMPO Canada. As a member, you will be involved with and benefit from advocating Search Engine Optimization (SEO), Link Building, Pay Per Click Management and the creation of best practices in this new field of marketing. We are also dedicated to communicating how SEM uniquely pertains and is of relevance to Canadians worldwide across any sector, vertical or industry.

Why join SEMPO Canada?

- To further SEMPO's mission of promoting the value and drive the usage of Search Engine Marketing in Canada
- To encourage inclusion of SEM in the marketing mix of online businesses and traditional companies
- To unite with hundreds of SEMPO members worldwide to address key issues
- To fund primary and secondary research about SEM
- To gain access to resources and sales materials
- For discounted tools, conference passes, and members-only services

Society of Internet Professionals
www.url.com

Booth – Located in the Civic Foyer

The Society of Internet Professionals (SIP) is a not-for-profit, membership based organization representing the interest of Internet professionals. Our mission is to uphold professional standards of internet professionals. Since 1977, SIP has spearheaded many initiatives and programs, such as workshops, networking events, Internet job board, newsletters, members' directory and a resource-intensive website.



MEDIA PARTNERS

Strategy
www.strategymag.com



strategy filters through all the marketing action to present the most useful, brilliant – and versatile – ideas, insight and intel. strategy uncovers and shares the insights that help marketers achieve brand goals, deal with the common issues and challenges faced by their industry, and to successfully navigate their careers. We supply ideas, help forge connections and inspire marketers in an engaging way – from identifying the innovative strategies behind successful campaigns to deconstructing organizational innovation. Over 13,500 top-tier marketers, advertising and media agency personnel and related marketing services receive their individually-addressed copy of strategy every month.

Direct Marketing News Canada
www.dmn.ca



Direct Marketing is Canada's Leading Publication About Interactive Marketing and Sales. According to research, our readers include a core audience of marketers who spend more than \$18 billion a year to create, send and fulfill marketing campaigns that generate of more than \$143 billion in sales and orders through traditional, online, digital and broadcast media channels. These 7,200+ executives read Direct Marketing to be better informed of how they can improve their multi-channel marketing success rates. We deliver a unique, highly-involved audience with specialized buying power. Regardless of our reader's size, resources or strategies, each and every organization we reach is powered by orders, driven by data, and striving for loyal customers. Learn more about how you can target these online markers at www.dmn.ca

techvibes
www.techvibes.com



Techvibes.com is a hyper local technology blog, events calendar, job board, and company directory. With more than 200,000 visitors and over 375,000 page views every month, Techvibes attracts a broad audience with the power of hyper-local focus.

Spanning across ten major cities in Canada, Techvibes engages its vast community of readers through breaking news, local events and jobs, and proactive social media integration.

Our growing site is an invaluable tool for venture capitalists, entrepreneurs, and trendsetters in the tech industry. Also popular with bloggers, journalists, authors, and social networkers, Techvibes is a truly influential resource.

topseos.com
www.canada.topseos.com



The independent authority on search vendors, topseos.com, evaluates and ranks the top internet marketing companies. Categories ranked by topseos include: search engine optimization, pay per click management, affiliate marketing, social media optimization, and many more.

Exhibitors and Sponsors

MEDIA PARTNERS

Visibility Magazine
www.visibilitymagazine.com

Visibility
THE MAGAZINE FOR ONLINE MARKETING STRATEGISTS

Visibility, the print magazine, heralds a beginning in the world of Internet marketing. This is the first time an established digital presence, topseos.com, is venturing into the traditional print media domain. With Visibility, the print world is all set to benefit from the success formula of the Internet, and vice versa. The print medium holds great promise for Internet marketing vendors who are constantly looking for more channels to promote their services. Additionally, Visibility will reach to many fringe businesses that may have been contemplating entering or expanding their Internet marketing campaigns. Visibility is published quarterly and covers a wide range of topics including, but not limited to, organic optimization, pay-per-click marketing, website analytics, affiliate marketing, and press release distribution. Our association with topseos.com has meant that the hard work of proving our

credibility is more than half done. Thanks to this backing, we are considered a force to reckon with, and a reliable source of information on all aspects of Internet marketing.

Backbone Magazine
www.backbonemag.com

Backbone
CREATIVITY TECHNOLOGY ENTREPRENEUR

Backbone magazine Backbone Magazine is a broad-based business magazine that focuses on technology for business executives who need to stay up to date. It provides a tangible tool to enhance productivity and agility in the changing economy of Canada. It is the only magazine in Canada with this focus that reaches a large senior business executive audience.

SMX
TORONTO 2011™

Bruce Clay, Inc. SEO Training at SMX Toronto 2011

BRUCE CLAY, INC.
SEO 1 DAY
TRAINING

April 27, 2011 • Room: Simcoe

SEO pioneer Bruce Clay will present a 1-day edition of his time-tested SEO Training course April 27, 2011 in conjunction with SMX Toronto 2011. Corporate SEO methodology, concepts and strategies, taught by an accomplished instructor and search marketing expert, are based on years of research and successful Web site optimization.



SEO Training
instructor
and search
marketing
expert
Bruce Clay

Workshops

Specializing in search engine-approved optimization methods, the white hat techniques covered in training allow site owners to improve their site and rankings while adhering to the major engines' webmaster guidelines. See what those who completed the SEO Training course have said.

SEO Training offers a detailed overview of the ranking and placement techniques required to overcome competition for top search engine rankings for desired keywords.

The curriculum will cover:

- What should be done to achieve high rankings
- How to increase click-through rates
- How to make your site more relevant
- How to identify the best keywords for your site
- What is PageRank and how to increase link popularity
- Registration for the training course includes a three-month subscription to the SEOToolSet™ with login access for two domains.

Tuesday April 26 • Workshops

9:00-4:00	Road Map to Online Analytics Success – Huron
9:00-4:45	Getting Started with Social Media – Simcoe
9:00-4:00	WAA Introduction to Web Analytics 101 – Dufferin

Wednesday April 27 • Workshops

9:00-4:45	WAA Search Analytics 201 – Huron
8:30-5:30	SEO Training with Bruce Clay – Simcoe
9:00-4:45	WAA Applying Web Analytics 102 – Dufferin

Day 1 • April 28, 2011 Expo Hall Hours: 9:30 AM – 7:30 PM

Level indicates how much knowledge you need to benefit most: ● All ■ Intermediate ◆ Experienced

7:30-8:30am	REGISTRATION – Located on the 2nd floor, top of Lobby escalator • CONTINENTAL BREAKFAST - Churchill Foyer	
8:30-9:20am	Welcome Keynote: Chris Sherman, Executive Editor, Search Engine Land: he State of Search Marketing 10 minute Transition to Breakouts - Civic Ballroom	
Tracks Rooms	SEO Must-know Fundamentals Civic Ballroom North	Social and Search for 2011 Civic Ballroom South
9:30-10:30am	[SEO-Fundamentals-1] ● Search Friendly Design, Development and Architecture	[Social-1] ■ Google Instant: Impact 7 months Later
10:30-11:00am	Refreshments / Networking in the Exhibit Hall - Dominion North	
11:00-12:00pm	[SEO-Fundamentals-2] ● Keyword Research, Content Gaps and Copy Writing	[Social-2] ■ Ratings, Reviews and Other forms of User Generated Content
12:00-1:15pm	Lunch – Churchill Foyer and Dominion Foyer / Networking in the Exhibit Hall - Dominion North	
1:15-2:10pm	[SEO-Fundamentals-3] ● Link Building Essentials (and yes, it's official Retweets are a form of link-building)	[Social-3] ■ The Social Search Dynamic: Social Signals & Search
2:15-3:00pm	■ SEO Live Site Review	■ SEM Lab-1: SEM Lab - DAC Group: The Power of Scale
3:00-3:30pm	Refreshments / Networking in the Exhibit Hall - Dominion North	
Tracks Rooms	SEO Advanced Civic Ballroom North	Social and Search for 2011 Civic Ballroom South
3:30-4:30pm	[SEO-Advanced-4] ◆ Industrial Strength SEO for BIG Sites	[Social-4] ● Leveraging Video & YouTube
4:30-4:45pm	15-minute Break and Transition	
4:45-5:45pm	[SEO-Advanced-5] ◆ Your Toughest Technical SEO Questions Answered	[Social-5] ■ Multi-lingual Social and Search
8:00-11:00pm	SMX Search Party Located at Harlem Underground, 745 Queen Street West, show your SMX Pass to get in!	

Day 2 • April 29, 2011 Expo Hall Hours: 9:30 AM – 4:00 PM

Level indicates how much knowledge you need to benefit most: ● All ■ Intermediate ◆ Experienced

7:30-8:30am	REGISTRATION – Located on the 2nd floor, top of Lobby escalator • CONTINENTAL BREAKFAST - Churchill Foyer	
8:30-9:20am	Keynote: Six New Media Strategies That Change Everything (Again) Mitch Joel, Founder and President, Twist Image, author Six Pixels of Separation - Civic Ballroom	
Tracks Rooms	Search Analytics Civic Ballroom North	Social and Search for 2011 Civic Ballroom South
9:30-10:30am	[SA-1] ■ Evaluating SEO and Paid Search Activity and Conversions	[Paid-1] ■ Re-targeting: New Opportunities for Search Marketers
10:30-11:00am	Refreshments / Networking in the Exhibit Hall - Dominion North	
11:00-12:00pm	[SA-2] ◆ Data Diving: Segmenting Data for Insights and Actionable Metrics	[Paid-2] ■ Paid Search Optimization: Keywords, Landing Pages and Conversion Strategies
12:00-1:15pm	Lunch / Networking in the Exhibit Hall - Dominion North	
1:15-2:05pm	[SA-3] ◆ New Directions in Paid Search Analytics Expert Session, for experienced search marketing pros.	[Paid-3] ● Search Meet Display, Display Meet Search
Tracks Rooms	Paid Search and Advertising Civic Ballroom North	Local and Location-based Marketing Civic Ballroom South
2:10-3:00pm	[Paid-4] ● Mobile Search Ads	[LLM-4] ● What's new with Local Search?
3:00-3:30pm	Refreshments / Networking in the Exhibit Hall - Dominion North	
3:30-4:30pm	[LLM-5] ■ Location-based Services – Media and Marketing on the Move - Civic Ballroom South	
4:30-5:30pm	General Session Panel – What's Next? - Civic Ballroom South	

Description of Tracks:

- SEO Fundamentals sessions focus on using search engine optimization (SEO) to generate traffic from the “free, “organic, “natural or “editorial listings.

- SEO Advanced sessions are designed for experienced search marketers and marketing technology experts. Discussions go deep into technical solutions that address many of the toughest SEO challenges.

- Social and Search for 2011 Learn how Social Media Marketing and Search Engine Marketing work together to attract relevant visitors who are willing to advocate for your business and keep you connected, real time, with your most influential and engaged customers.

- Paid Search and Advertising sessions focus on generating traffic through paid programs, as well as the tactics used to improve results of those programs: paid search advertising, also called PPC (pay-per-click) or CPC (cost-per-click); banner ads, also called display ads; and mobile search ads

- Search Analytics sessions are about the tracking, measurement, benchmarking and analysis of search related data so that refinements may be applied and improvements realized.

- Local and Location-based marketing Learn about marketing and advertising opportunities enabled by social-mobile technology and platforms that connect a local audience with your location specific promotions and messaging.

CONFERENCE DAY 1 THURSDAY, APRIL 28

8:30am-9:20am

General Session Keynote

Chris Sherman, Executive Editor, Search Engine Land

The State of Search Marketing

Civic Ballroom

Search has seen more change over the past year than any time since the very early days. While the fundamentals of core search marketing remain constant, new innovations and features such as Google Instant and the incorporation of social signals into relevance algorithms have been significant. Updates like the recent "Farmer/Panda" tsunami impacted the rankings of thousands of web sites. And new features and changes to ad programs have presented both opportunities and challenges for marketers. In this keynote, Search Engine Land executive editor Chris Sherman looks at recent changes and talks about where things may be going as search continues into the 2010s.

put on localized results. Some suggest that searcher behaviour is more engaged, iterative and sophisticated. If so, has change in searcher behaviour impacted SEO and SEM results? This session takes an in-depth look at Google Instant's impact on search results, using hard data to detail the effects on clickthrough rates and other key metrics, with focus on what marketers need to know to maximize performance.

Moderator: Chris Sherman, Executive Editor, Search Engine Land

Speakers:

Bill Barnes, VP Business Development, Enquiro (a Mediative Company)

Jeff Lancaster, Managing Director, Outrider Canada

10:30am-11:00am • Break / Refreshments in Exhibit Hall
– Dominion North

11:00am-12:00pm • Delegates may choose to attend
either session offered at this time

10-minute Transition to Breakouts

9:30am-10:30am • Delegates may choose to attend
either session offered at this time

SEO Must Know Fundamentals [SEO-Fundamentals]

9th sphere

[SEO-Fundamentals-2] Keyword Research, Content Gaps and Copy Writing:

Civic Ballroom North

The first step to success with any marketing campaign is to know your message. With search marketing, that means knowing the search terms that are being used by your target audience through each phase of their decision making process. And though it sounds obvious, it helps to actually use those words in your web pages and avoid lost visibility due to content gaps! This session covers the importance of textual content to search engines and how you can create HTML title tags and body copy that works to not only generate search traffic, but to impact the searcher's decision-making process.

Moderator: Christine Churchill, President, Key Relevance

Speakers:

Christine Churchill, President, Key Relevance

Laura MacKenzie-Callow, Senior Search Marketing Manager, Intuit

Jim Hedger, Partner, Digital Always Media

Search and Social for 2011 [Social]

[Social-2] How Ratings, Reviews, Blogging and Other Forms of User Generated Content Impact Search:

Civic Ballroom South

People are contributing to review sites and forums, they are giving their thumbs up and down, voting for what they like and dislike; writing blogs and publishing pictures and video of events and happenings wherever they go, while on the go. Recognizing this development, search engines are incorporating user generated content into search results. While the fundamentals of SEO remain the same, in 2011, achieving high search visibility will require much faster, more comprehensive SEO and Social Marketing strategies.

SEO Must Know Fundamentals [SEO-Fundamentals]

9th sphere

[SEO-Fundamentals-1] Search Friendly Design, Development and Architecture:

Civic Ballroom North

"I'm not designing my site for search engines" is a common designer objection to SEO suggestions. But when search engines collectively have more users than either Internet Explorer or Firefox, you can't afford to ignore how they interact with your site. Search engines are like the third major browser, and if your site breaks for them, it breaks for all those potential visitors. Learn more about creating search engine friendly sites that can be attractive to both search engines and human visitors at the same time.

Moderator: Alan K'necht, Founder, K'nechtology

Speakers:

Dawn Wentzell, SpeakFeel Corp

Kristine Schachinger, Founder, SitesWithoutWalls.com

Lyndsay Walker, Founding Partner, Digital Always Media

Christine Churchill, President, Key Relevance

Search and Social for 2011 [Social]

[Social-1] Google Instant: Impact 7 Months Later

Civic Ballroom South

When Google Instant rolled out seven months ago, delivering actual search results and ads as you type, the concept of personalized search took on new meaning and more emphasis was

Conference Session Descriptions • Thursday, April 28

In this session marketers show real life examples of Social Search strategies at work and the impact on organic search results.

Moderator: Soniya Monga, Global Marketing Account Manager, LinkedIn

Speakers:

Jeff Quipp, Founder and CEO, Search Engine People Inc

Douglas Karr, Author of *Corporate Blogging for Dummies* and CEO DK New Media

Gil Reich, VP, Product Management, Answers.com

12:00pm-1:15pm • Lunch - Churchill Foyer / Dominion Foyer

1:15pm-2:10pm • Delegates may choose to attend either session offered at this time

SEO Must Know Fundamentals [SEO-Fundamentals]

9th s p h e r e

[SEO-Fundamentals-3] Link Building Essentials (and yes, it's official, re-tweets are a form of link-building):

Civic Ballroom North

Ever since Google created PageRank more than a decade ago, every good search marketer's motto has been "I link, therefore I am." In fact, links are cited as four of the top five factors in the SEOMoz 2009 Search Engine Ranking Factors survey. They're important! Though linking seems easy, it's a far more subtle art than most realize, and there are right and wrong ways to conduct your linking campaign. In this session, we'll look at new link-building opportunities through social media, how to reach out and get quality links from relevant and influential websites, how to craft anchor text to build authority, and how to avoid commonplace mistakes that will hurt your web credibility (and search engine rankings).

Moderator: Alan K'necht, Founder, K'nechtology

Speakers:

Dawn Wentzell, SpeakFeel Corp

Dev Basu, President, Powered by Search

Kate Morris, SEO Consultant, Distilled

Search and Social for 2011 [Social]

[Social-3] The Social Search Dynamic:

Social Signals & Search

Civic Ballroom South

Social Search is commonly defined as the inclusion of social content in the context of online search. It's no longer theoretical. Both Google and Bing say that they factor social signals into their ranking algorithms for "regular" search results. Who you are socially, your authority, the authority of those who talk about you (or your company) all play a role. This session looks at how social signals are currently being used with search.

Moderator: Jeff Quipp, Founder and CEO, Search Engine People Inc

Speakers:

Chris Copeland, CEO, GroupM Search

Eric Enge, Co-Author, *The Art of SEO*

2:15 pm-3:00 pm • Delegates may choose to attend either session offered at this time

SEO Must Know Fundamentals [SEO-Fundamentals]

9th s p h e r e

[SEO-Fundamentals-4] SEO Live Site Reviews

Civic Ballroom North

Join us for a lively, interactive session where the audience and our expert SEO Site Reviewers examine some attendee websites making recommendations on how to improve SEO effectiveness.

Site Reviewers:

Christine Churchill, President, Key Relevance

Alan K'necht, President, Knechtology

(Audience participation welcome)

SMX Lab: DAC Group – The Power of Scale

Civic Ballroom South



DAC GroupStop chasing search engines. Go to where they are headed: a better user experience. How's that working, anyway? Half of all Google queries contain three or more words (meaning, specific searches), yet fully two-thirds of those yield no exact-match results – in other words, demand for relevant content is outstripping supply by nearly 30%!

What happens when you turn that equation on its head? By offering unique, non-duplicate QUALITY content all the way down the long tail; by creating a powerful, conversion-architected destination infrastructure for best-practice, channel-integrated marketing, is there a benefit? Yes. There is.

DAC Group and Amerispec of Canada, a ServiceMaster brand, had the challenge of generating qualified leads across a wide footprint in a way that was brand compliant and localized. This lab will show how to target, capture, direct, convert and monetize net-new qualified traffic – for the measurable benefit of the business:

- Maximum yield through higher conversion to action
- Greater share of 'free' traffic through SEO-ready content
- Increased authority & relevance via the network effect
- Scalability, economies, optimization & reporting

Are you ready?

There's a target. DAC Group's unique approach and proprietary technology platforms are the rocket fuel.

Ken Dobell, President, DAC Digital

3:00 -3:30: • Break / Refreshments in Exhibit Hall – Dominion North

Conference Session Descriptions • Thursday, April 28

3:30pm-4:30pm • Delegates may choose to attend either session offered at this time

SEO Advanced

[SEO-Advanced-4] Industrial Strength SEO for Big Sites: Civic Ballroom North

Managing SEO for a large web site isn't for the faint of heart. You've got major technical challenges, such as dealing with content management systems, optimizing for thousands or millions of keywords, multiple domains, often in multiple countries, constantly changing content... and those don't even factor in the major "people challenges" of training and managing diverse teams, dealing with competing stakeholders, placating meddling executives... and the beat(ing) goes on. In this session, our panel of experts have all wrestled with SEO for huge websites and won, and share their unique insights and battle scars.

Moderator: *Gil Reich, VP Product Management, Answers.com*

Speakers:

Vanessa Fox, Contributing Editor, Search Engine Land

Laura Callow-Mackenzie, Senior Search Marketing Manager, Intuit

Bruce Clay, President, Bruce Clay Inc

Guillaume Bouchard, President, NVI

Search and Social for 2011 [Social]

[Social-4] Leveraging Video and YouTube: Civic Ballroom South

YouTube is either the second or third largest search engine in the world with 24 hours of video uploaded every minute and people watching 2 billion videos a day. If you are not leveraging the numerous marketing opportunities available through YouTube, you may be overlooking a huge potential source of traffic and revenue, not to mention social influence. In this session you'll learn about the multitude of paid and free opportunities available to marketers as well as insight into proven methods for leveraging YouTube, and more importantly, getting found on YouTube.

Moderator: *Mark Ryan, VP Client Services & COO Extractable*

Speakers:

Manny Rivas, SEO Account Manager, aimClear

Christina Keffer, Search Account Manager, LunaMetrics

Meg Davis, User Experience Strategist at Extractable

15-minute Transition

4:45pm-5:45pm • Delegates may choose to attend either session offered at this time

SEO Advanced

[SEO-Advanced-5] Your Toughest Technical SEO Questions Answered: Civic Ballroom North

No power point here! This session is all about Q&A to solve the specific technical issues you're having. Bring your toughest questions! Topics will likely include URL canonicalization (pagination, faceted navigation, breadcrumbs, parameters, analytics tracking, redirects, localized URLs...), aggregation and duplication, crawl inefficiency (when should you 404 vs. redirect?)

Is the canonical tag the same as a 301? How to use status codes effectively), globalization (serving regional content based on IP address, blocking certain regions from restricted content...). Our panelists will have real answers to these tricky issues and more.

Moderator: *Vanessa Fox, Contributing Editor, Search Engine Land*

Speakers:

Vanessa Fox, Contributing Editor, Search Engine Land

Jonathan Hochman, Founder, Hochman Consultants

Search and Social for 2011 [Social]

[Social-5] Multi-lingual Social and Search: Civic Ballroom South

Organizations that want to communicate information and/or sell products and services in both French and English grapple with multi-lingual strategies. Canada has two official languages, positioning many Canadian search marketers as experts at rolling out successful global search and social media marketing programs. In this session you'll learn proven multi-lingual search and social media strategies, pitfalls to avoid and practices to embrace.

Moderator: *Alex Langshur, CEO, Public Insite*

Speakers:

Guillaume Bouchard, NVI

Ani Lopez, VKI Studios

Jean-François Renaud, Co-founder, Adviso

8:00pm-11:00pm

SMX After Dark Party at the Harlem Underground



745 Queen Street West – Bring your SMX pass to get in. Featuring DJ Carl Allen and some amazing appetizers (Drink tickets inside your SMX Pass)

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CONFERENCE DAY 2 FRIDAY, APRIL 29

Friday, April 29 • 8:30am-9:20am

General Session Keynote

Mitch Joel, Founder and President, Twist Image, author, Six Pixels of Separation

Six New Media Strategies That Change Everything (Again)

Civic Ballroom North

The digital landscape is moving so quickly that the changes are affecting business as we know it. To be a better Marketer, we must all be open to changes and Search Engine professionals are a critical part of this shift. In this session, Mitch Joel (President of Twist Image and author of the best-selling business book, Six Pixels of Separation – named after his Blog and Podcast) will look at six new emerging trends that affect the search engine marketing world. Mitch will discuss what the new search landscape looks like in a world where the consumer (and how they connect) continues to evolve.

Conference Session Descriptions • Friday, April 29

10-minute Transition to Breakouts

9:30am-10:30am • Delegates may choose to attend either session offered at this time

Search Analytics [SA]

[SA -1] Evaluating SEO and Paid Search Activity and Conversions:

Civic Ballroom North

SEO and PPC campaigns offer unmatched opportunities for measurement, testing and refining. Once we define success, both macro and micro points of conversion such as content consumption and actions we want to see completed, we can then benchmark results, apply changes and refine. In this session advanced SEM professionals provide examples and discuss how to determine the macro and micro success metrics or Key Performance Indicators (KPI) for your business.

Moderator: *Bill Barnes*, VP Business Development, Enquiro (a Mediative Company)

Speakers:

Ani Lopez, VKI Studios

Brent Chaters, Director SEO/UI/Web Content, Tribute Entertainment Media Group

David Sprinkle, VP Analytics, ROI Labs

Paid Search and Advertising [Paid]

[Paid-1] Retargeting: New Opportunities for Search Marketers:

Civic Ballroom South

There is a Real-Time Bidding revolution occurring in online display marketing right now and search marketers seem best equipped to manage this biddable media opportunity. In this session learn how you can get involved in Exchange buying. Expand your opportunities for increasing traffic, building your accounts and developing your business.

Moderator: *Josh Dreler*, VP Media Technology and Analytics, Fuor Digital

Speakers:

Art Muldoon, Co-founder & CEO, Accordant Media

Jeff Huter, VP, Agency Development, eXelate

Chris Sukornyk, President & CEO, Chango

10:30am-11:00am • Break/ Refreshments in Exhibit Hall – Dominion North

11:00am-12:00pm • Delegates may choose to attend either session offered at this time

Search Analytics [SA]

[SA-2] Data Diving: Segmenting, Insights and Action:

Civic Ballroom North

Once you've defined your KPI, there are hundreds of other data points that may be impacting your key results. In this session, experts take the audience deep into the process of segmenting

data and isolating metrics to gain greater insight, take action and improve search marketing ROI.

Moderator: *Vanessa Fox*, Contributing Editor, Search Engine Land

Speakers:

John Hossack, President, VKI Studios

Helen Overland, VP, Search Engine People

Alan K'necht, Founder, K'nechtology

Paid Search and Advertising [Paid]

[Paid-2] Paid Search Optimization – Keywords, Landing Pages and Conversion Strategies:

Civic Ballroom South

Your ongoing success with paid search advertising depends on your ability to design and run effective tests, evaluate test results and adjust your campaigns. In this session, we'll take a look at the strategies, tactics and methods for testing the essential elements within your campaigns, such as media choice, bid strategies, positions, keyword match types, ad copy, offers and landing pages.

Moderator: *Bill Barnes*, VP Business Development, Enquiro (a Mediative Company)

Speakers:

Sylvia Ng, Marketing Analytics Lead, OANDA

Bill Barnes, VP Business Development, Enquiro (a Mediative Company)

Adriel Michaud, Business Development, Epiar

12:00pm-1:15pm • Lunch • Churchill Foyer and Dominion Foyer

1:15pm-2:05pm • Delegates may choose to attend either session offered at this time

Search Analytics [SA]

[SA-3] New Directions in Paid Search Analytics:

Civic Ballroom North

The newest generation of actionable data and tools are here, but how much can they really do for you? In this session we'll review search funnels reporting (for better attribution), AdWords Campaign Experiments (for true A/B testing of bid levels or keyword additions), the bid simulator, and third party advanced, automated bid rules beyond the conversion (bidding to engagement metrics like time on site). Find out if these tools *really* move the needle for your business? Brief case studies included.

Moderator: *Mark Ryan*, Extractable

Speakers:

Andrew Goodman, Founder/Principal, Page Zero

David Szetela, Clix Marketing

Conference Session Descriptions • Friday, April 29

Paid Search and Advertising [Paid]

[Paid-3] Search Meet Display, Display Meet Search: Civic Ballroom South

While the search engines are best known for the text ads they display on search result pages, they also offer a wide variety of other ad formats (display, video etc.) that are displayed on thousands of partner sites all over the web. These ad formats can be targeted, and can significantly extend the reach of a search marketing campaign, all using the familiar tools.

Moderator: *Bill Barnes, VP Business Development, Enquiro (a Mediative Company)*

Speakers:

Kerstin Baker-Ash, Head of Performics Canada

Chau Le, Search Evangelist, Bing & Microsoft adCenter, Microsoft Canada

Andrew Lovasz, Group Director Search, Organic

2:10pm-3:00pm • Delegates may choose to attend either session offered at this time

Local and Location-based Marketing [LLM]

[LLM-4] What's new with Local Search?

Civic Ballroom South

The year of "local" has arrived! Google reports that nearly 30% of all queries have some type of local intent. Print yellow pages and newspaper classified ads have all but gone the way of the buggy-whip, and local search engines and online yellow pages providers are growing fast, especially with the explosive increase in smart phone use where people want location-specific info on demand. For any business that provides products or services to a local customer base, now is the time to get ahead of your competition by taking advantage of comparatively low (or no) cost business listings, geo-targeted ads and other marketing tools offered by local search engines. Get your questions answered as to how to connect with customers in your own community.

Moderator: *Jeff Lancaster, Managing Director, Outrider Canada*

Speakers:

Dev Basu, President, Powered by Search

Mike Mire, President, Get Me Listed

Mike Belasco, President, SEOverflow

Paid Search and Advertising [Paid]

[Paid-4] Mobile Search Ads:

Civic Ballroom North

Haven't done mobile search ads yet? You're missing out on a growing market! eMarketer predicts that mobile ad spend will surpass \$6.5 billion in 2012. Google CEO Eric Schmidt has said that "mobile will be a larger business than the PC-Web," likely a primary reason Google recently spent \$750 million to acquire mobile advertising network AdMob. This session looks at mobile paid search opportunities and how search marketers can get ahead of this tsunami of opportunity.

Moderator: *Sionne Roberts, Sr. Sales Executive, Yahoo! Inc*

Speakers:

Mohamed Kahlain, Director of Products and Operations, Mediative

Yvon Audette, Partner, Performance and Technology National Service Line Leader – IT Advisory Services, KPMG
Andrew Lovasz, Group Director Search, Organic

3:00pm-3:30pm • Break • Dominion North

3:30pm-4:30pm

Local and Location-based Marketing [LLM]

[LLM-5] Location-based Services – Media and Marketing on the Move:

Civic Ballroom South

Did you know that Canadian's lead in awareness and usage of Location-based services? Microsoft's January 2011 international research on Location-based services (LBS) found that 51 percent of respondents overall had used location based services (59% in Canada). Of those, 94 percent noted location based services were valuable. Nearly half (46%) of the respondents said they have taken action based on a mobile ad they have seen. Although Location-based services, along with location-sensitive features integrated into social networks, may be well positioned to revolutionize the age-old coupon model, there's a whole other level of real-time, geo-local communications and marketing unfolding. While smart phones rapidly replace cell phones, location-based services are poised to become the norm on the web. In this session learn how some businesses and advocacy groups are leveraging location-based services, media and marketing.

Moderator: *Chris Sherman, Executive Editor, Search Engine Land*

Speakers:

Marcus Anderson, Founding Partner, Broadplay

Cherie Cohen, VP Communications & Marketing, Alberta Beverage Container Recycling (ABCRC)

4:30pm-5:30pm

General Session Panel:

What's Next? SMX Toronto Round Up

Civic Ballroom South

We know that search, social and mobile are closely interwoven marketing and communication channels offering new opportunities for marketers, advertisers and search marketing agencies. Should businesses be leveraging all of these opportunities, or are some passing fads? What does the future hold for the next two years and what strategies and tactics will stand the test of time? In this closing session industry experts weigh in with research, opinion and predictions.

Moderator: *Chris Sherman, Executive Editor, Search Engine Land*

Speakers:

Chris Copeland, Senior Partner/Global Director, Outrider

Andrew Goodman, President & Founder, Page Zero

Vanessa Fox, Contributing Editor, Search Engine Land



Chris Sherman
Executive Editor
SearchEngineLand.com

Chris Sherman is Executive Editor of SearchEngineLand.com and President of Searchwise LLC, a Boulder Colorado based Web consulting firm. With over 25 years experience in interactive technologies, he is frequently quoted in the Wall Street Journal, the New York Times, Business Week, USA Today and other publications, and has appeared on CNN, NPR, CBS and other television and radio networks.

Chris is a Web Search University faculty member, and is an honorary inductee of the Internet Librarian Hall of Fame. He is the author of "Google Power: Unleash the Full Power of Google" from McGraw-Hill. His previous books include "The Invisible Web: Uncovering Information Sources Search Engines Can't See" (with Gary Price) from CyberAge Books; The McGraw-Hill CD ROM Handbook, and The Elements of Basic, The Elements of Cobol and The Elements of Pascal from John Wiley & Sons.

Chris has written about search and search engines since 1994. His clients have included International Data Corporation, Accenture, Motorola, Levi-Strauss, Nokia, Ortho Biotech, Porsche, United Technologies, and the Scripps Clinic. From 2001 through 2006, Chris was Executive Editor of SearchEngineWatch.com and Conference Chair of the international Search Engine Strategies events in Canada, China, France, Italy, Sweden and the U.K. From 1998 to 2001, he was the Web Search Guide for About.com.

Chris holds a master's degree in Interactive Educational Technology from Stanford University and a bachelor's degree in Visual Arts and Communications from the University of California, San Diego. Chris has been unsuccessful in his attempts to persuade Stanford to strip his degree so he can join the founders of Yahoo and Google in boasting about *not* graduating from the university.



Mitch Joel
President
Twist Image & Author of Six Pixels of Separation

Mitch Joel, President of Twist Image - an award-winning Digital Marketing and Communications agency. His first book, Six Pixels of Separation, named after his successful Blog and Podcast is a business and marketing bestseller.

Marketing Magazine dubbed Mitch the "Rock Star of Digital Marketing" and called him, "one of North America's leading digital visionaries." In 2008, Mitch was named Canada's Most Influential Male in Social Media, one of the top 100 online marketers in the world, and was awarded the highly prestigious Canada's Top 40 Under 40. Most recently, Mitch was named one of iMedia's 25 Internet Marketing Leaders and Innovators in the world.

Mitch is frequently called upon to be a subject matter expert for Huffington Post, BusinessWeek, Fast Company, Marketing Magazine, Profit, Strategy, Money, The Globe & Mail and many other media outlets. His newspaper business column, New Business - Six Pixels of Separation, runs bi-monthly in both The Montreal Gazette and Vancouver Sun. His first book, Six Pixels of Separation (published by Grand Central Publishing - Hachette Book Group), named after his successful Blog and Podcast is a business and marketing bestseller.

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Bill Barnes,
Co-Founder and Executive Vice-President,
Enquiro

Enquiro is one of the world's foremost search-engine marketing companies, and a leader in on-line search behavior research. Enquiro has performed cutting edge eye-tracking research on many of the world's largest and most successful companies and has created, implemented and measured extensive search marketing campaigns.

Mr. Barnes is a Marketing veteran who has been in the marketing, advertising and promotion industry for over 25 years, the last 11 of which have been focused on Search Marketing. He co-founded Enquiro along with Gord Hotchkiss in 1999. Bill has been a speaker at events presented by Ad-Tech, Online Market World, PPC Summits, The Media Relations Summit, SIPA, Google's B2B Summit, Forrester Research, Frost and Sullivan and Enterprise Search Summit. He is host of the B2B Expert Series Webinars and has conducted search workshops designed for individual companies.

Bill has extensive experience in setting up and implementing Search Marketing campaigns and eye-tracking initiatives for many fortune 500 companies.



Guillaume Bouchard,
President,
NVI

Guillaume is co-founder and president of NVI, a Montreal-based company specialized in interactive strategies. Founded in 2004, NVI has quickly become one of the largest web agencies specializing in SEO and Social Media in Canada with over 50 employees.

A graduate from the prestigious university HEC Montreal, Guillaume Bouchard forged his character as an entrepreneur with over 9 years of experience as a consultant, blogger and as a public speaker for several major international events. Guillaume maintains a column at SEOmoz.org, an English e-marketing reference blog, and he is the co-founder and journalist on the French blog Go-referencement.org, a leading resource on SEO, e-marketing and Web 2.0.

Guillaume develops long-term partnerships with his customers, offering them a clear perspective of the web in terms of return on investment.



John Hossack,
Founding & Senior Partner,
Cardinal Path

For more than 9 years John Hossack has been working with companies both large and small to help them improve the performance of their online channels. John's passions and much of his time are spent focusing on analytics, usability, and conversion testing with the goal of improving user experience and business

conversion rates. John has presented at the eMetrics Summit in Toronto 2008, SMX Analytics Toronto 2009, CMA ecommerce conference 2009, Web Analytics Association events, spoke at and MCed the Internet Marketing Conference 2008/2009 in Vancouver and numerous webinars including the American Marketing Association. John is currently a Founding and Senior Partner at Cardinal Path, the result of a merger between three of the industry's top firms: PublicInsite, VKI Studios, and WebShare. With offices across the U.S. and Canada and an impressive team of thought leaders, authors, speakers and top business consultants, we help our clients achieve success with their online marketing strategies.



Alan K'necht,
Founder and President,
K'nechtology Inc

Alan K'necht Alan K'necht is a recognized authority on search engine optimization (SEO), search engine marketing (SEM) and using web analytics to measure website success. He is regularly interviewed by publications in his home country of Canada as well as in the United States and Australia.

In an effort to share his knowledge and ideas, K'necht is a regular speaker at Internet conferences where he delivers a diverse range of topics including SEO, SEM, Web Analytics, and how to measure the ROI of web marketing projects. He is an internationally published columnist and has written features for CNet's Builder.com and Digital Web Magazine and maintains his blog, K'necht-it.

In July 2010, Alan completed writing (with co-author Geri Rockstein) his first book entitled The Last Original Idea, currently in the publishing process and expected to be released November 2010. Alan is also an active contributor to the Last Original Idea blog.

In addition to his regular speaking engagements, K' participates on several conference advisory boards and delivers corporate training sessions.



Jeff Quipp
President & CEO,
Search Engine People

Jeff Quipp is the founder and CEO of Search Engine People Inc., one of Canada's largest search marketing firms, and recipient of the Profit 100 Award acknowledging SEP as one of the 100 Fastest Growing Companies in Canada in 2008. Jeff is an online marketing strategist, and has over eight years of search engine marketing experience starting with Sympatico-Lycos. He is a visionary in the SEO field and was among the first to foresee the potential of search engines as an integral component of the marketing mix. Jeff is a frequent speaker at Internet marketing panels and conferences worldwide, and is widely recognized as one of the pre-eminent authorities on search and social media marketing. He has an MBA and an undergraduate degree in economics.

Marcus Anderson

Founding Partner
Broadplay Inc.
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Yvon Audette

Partner, Performance and Technology, National Service Line
Leader, IT Advisory Services
KPMG
[Paid-4] Mobile Search Ads:

Kerstin Baker-Ash

Head of Performics, Canada
Performics
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Co-Founder and Executive Vice-President
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[Social-1] Google Instant: Impact 7 Months Later
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President & CEO
Powered by Search Inc.
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Director, SEO & User Experience
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President
KeyRelevance.com
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Bruce Clay

President
Bruce Clay Inc.
[Workshop] SEO Training with Bruce Clay
[SEO-Advanced-4] Industrial Strength SEO for Big Sites

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Chris Copeland

CEO
GroupM Search
[Social-3] The Social Search Dynamic: Social Signals & Search What's Next? SMX Toronto Round Up

Meg Davis

User Experience Strategist
Extractable
[Social-4] Leveraging Video and YouTube:

Ken Dobell

President
DAC Digital
DAC Group Lab: The Power of Scale

Josh Dreller

Vice President, Media Technology & Analytics
Fuor Digital
[Paid-1] Retargeting: New Opportunities for Search Marketers

Eric Enge

President
Stone Temple
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President & Founder
Page Zero Media
[SA-3] New Directions in Paid Search Analytics:

Andrea Hadley

SMX Conference Director

Speaker List

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Partner
Digital Always Media
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Mohamed Kahlain

Director of Products and Operations
Mediative
[Paid-4] Mobile Search Ads:

Douglas Karr

CEO
DK New Media
[Social-2] How Ratings, Reviews, Blogging and Other Forms of User Generated Content Impact Search:

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Organic, Inc.
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[Paid-4] Mobile Search Ads:

Laura Mackenzie-Callow

Senior Search Marketing Manager
Intuit
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Adriel Michaud

Business Development
Epair
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Michael Mire

President
Get Me Listed
[LLM-4] What's new with Local Search?

Soniya Monga

Community Manager
Techvibes.com

Kate Morris

SEO Consultant
Distilled Consulting
[SEO-Fundamentals-3] Link Building Essentials (and yes, it's official, re-tweets are a form of link-building):

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Vice President of Product Management
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Manny Rivas

Online Marketing Account Manager
aimClear
[Social-4] *Leveraging Video and YouTube:*

Mark Ryan

VP Client Services & COO
Extractable

Kristine Schachinger

Owner/Consultant
SitesWithoutWalls.com
[SEO-Fundamentals-1] *Search Friendly Design, Development and Architecture:*

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Executive Editor
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[Keynote] *The State of Search Marketing*

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Lyndsay Walker

Founding Partner
Digital Always Media
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Dawn Wentzell

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[SEO-Fundamentals-1] *Search Friendly Design, Development and Architecture:*
[SEO-Fundamentals-3] *Link Building Essentials (and yes, it's official, re-tweets are a form of link-building):*

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EVENTS CALENDAR



Toronto • Apr. 26-29, 2011
Paris • Jun. 6-7, 2011
Stockholm • Sept. 2011
New York • Oct. 17-21, 2011
Melbourne • Nov. 2011
London • Nov. 30-Dec. 1, 2011
San Francisco • Mar. 4-9, 2012
Munich • Mar. 27-28, 2012



New York • Oct. 17-21, 2011
London • Nov. 30-December 1, 2011
San Francisco • Mar. 4-9, 2012



SMX Toronto • Apr. 26-29, 2011
SMX London Advanced • May 16-17, 2011
SMX Paris • June 6-7, 2011
SMX Stockholm • Sept. 19-20, 2011
SMX Munich • Mar. 27-28, 2012



New York • Oct. 19-20, 2011
Hamburg • Nov. 7-8, 2011
London • Nov. 30-December 1, 2011
San Francisco • Mar. 4-9, 2012



New York • Oct. 17-18, 2011
San Francisco • Mar. 8-9, 2012



Stockholm • Sep. 19-20, 2011
Vancouver • Oct. 4-5, 2011
Helsinki • Oct. 4-5, 2011
New York • Oct. 19-21, 2011



Fort Lauderdale • Oct. 30-Nov. 3, 2011



Munich • Jun. 8-9, 2011



Berlin • May 25-26, 2011
London • Nov. 14-15, 2011



London • Sep. 26-27, 2011