

## Overzicht gevolgde cursussen en seminars

### KMO-Excellence

Vlerick Leuven-Gent Management School

### Search Around the World

T.R. Harrington, Director of Strategic Direction & Product Development, Darwin Marketing

Motoko Hunt, Founder Japanese Search Marketing Strategist AJPR LLC

Erica Schmidt, Global Director of Search Isobar

Anton Konikoff, Founder and CEO Acronym Media

Alicia Morga, CEO Consorte Media

### Analytics: Data Into Action

Matthew Bailey, President SiteLogic

Steve Keller, Director of Marketing and E-commerce Assurant Health

### Optimizing Search Marketing Campaigns

David Choi, Senior Sales Engineer Omniture

### Search Engine Friendly Design

Eric Papczun, Director of Natural Search Performics

Matthew Bailey, President SiteLogic

Craig Hordlow, Chief Search Strategist Red Bricks Media

### Mobile Local Search: Finding the Way

Ryan Sarver, Founder and VP of Business Development, Skyhook Wireless

Collin Holmes, Vice President of Product Management, V-Enable

Tom Limongello, Director of Sales, Crisp Wireless

Kevin E. Mazzatta, Vice President of Business Development, ChaCha Search, Inc.

### Domaining & Address Bar-Driven Traffic

Matt Bentley, Chief Strategy Officer, Sedo.com

Jon Lisbin, CEO & Founder, Point It!, Inc.

Janel Landis, Sr. Director of Search Strategy & Development, SendTec

Monte Cahn, Founder and CEO, Moniker

### Conversion Track

Sage Lewis, Search Engine Watch Expert and President, SageRock.com

### Search Has Changed Everything

Gordon McLeod, President, The Wall Street Journal Digital Network

### Link Building Basics

Debra Mastaler, President, Alliance-Link

Dixon Jones, Managing Director, Receptional LTD

David Degrelle, Founder & CEO, 1ère Position

### Stats & Research Track

Heather Dougherty, Analyst, Hitwise



Jeremy Crane, Director, Search and Online Media, Compete  
Roger Barnette, Founder & President, SearchIgnite



### SEM Small Business Blitz

Jennifer Laycock, Editor-in-Chief, Search Engine Guide  
Stoney deGeyter, President, Pole Position Marketing  
Matt McGee, SEO Manager, Marchex

### The Business Case for SEO Content Development: Turning Words Into Action!

Heather Lloyd-Martin, CEO, SuccessWorks Search Marketing  
Ulli Muenker, Search Marketing Manager, BusinessWeek

### Usability & SEO

Matthew Bailey, President, SiteLogic  
Kathleen Fealy, President, KF Multimedia & Web, Inc.

### Images & Search Engines

Liana Evans, Director of Internet Marketing, KeyRelevance  
Chase Norlin, Chief Executive Officer, Pixsy Corporation  
R.J. Pittman, Group Product Manager, Google

### Advertising Track

Steven Krein, CEO, Organized Wisdom.com  
Mark Cramer, CEO, Surf Canyon  
Tom Wilde, CEO, EveryZing  
Michael Brown, CEO/President, HealthPricer  
Brad Bostic, President, Chief Marketing Officer, & Co-Founder, ChaCha

### Search Forecast and Outlook

Patti Freeman Evans, Retail Analyst, JupiterResearch  
Diane Clarkson, Travel Analyst, JupiterResearch

### Buying Search Engine Advertising

Dan Boberg, Director, Strategic Alliances, Overture  
Chris Churchill, President, Fathom Online  
Dana Todd, Founding Partner, SiteLab International, Inc.  
Emily White, Senior Manager AdWords, Google

### Search Term Research & Targeting

Detlev Johnson, VP, Director of Consulting, Position Technologies  
Speakers:  
Christine Churchill, President, KeyRelevance  
John Slade, Director, Product Management, Overture  
Dan Thies, President, SEO Research Labs

### Searcher Behavior

Danny Sullivan, Editor, SearchEngineWatch.com  
Speakers:  
Cam Balzer, Director of Search Strategy, Performics, Inc.  
Dr. Bonny Brown, Director of Research and Public Services, Keynote Systems  
Gord Hotchkiss, President and CEO, Enquiro



#### Dynamic Web Sites

Detlev Johnson, VP, Director of Consulting, Position Technologies

Speakers:

Jake Baillie, Product Manager, TrueLocal

Mikkel deMib Svendsen, CTO, RedZoneGlobal

Laura Thieme, President and Founder, Bizresearch

#### Writing For Search Engines

Rebecca Lieb, Executive Editor, the ClickZ Network

Speakers:

Heather Lloyd-Martin, Director of Search Strategies, WebSourced, Inc.

Jill Whalen, Owner, HighRankings.com

#### Successful Site Architecture

Barbara C. Coll, CEO, WebMama.com Inc.

Speakers:

Eytan Seidman, Program Manager, MSN Search

John Riccardi, Product Manager, Yahoo!

Derrick Wheeler, Director Search Optimization, Digital Impact, Inc.

Google

#### Broad Matching & Other Ad Targeting Options

Patricia Hursh, President, SmartSearch Marketing

Kevin Lee, Executive Chairman and Co-Founder, Did-it.com

John Slade, Director, Product Management, Overture

Matt Van Wagner, President, Find Me Faster

Emily White, Senior Manager AdWords, Google

#### Converting Visitors Into Buyers

Mike Sack, SVP and Chief Product Officer, Inceptor Inc.

Bryan Eisenberg, Co-Founder and CPO (Chief Persuasion Officer), Future Now, Inc.

#### Measuring Success Overview

Laura Thieme, President and Founder, Bizresearch

Bryan Eisenberg, Co-Founder and CPO (Chief Persuasion Officer), Future Now, Inc.

#### Meet The Local Search Engines

Barnaby Dorfman, Vice President of Product Development at A9.com, Amazon.com's search subsidiary

Paul Levine, General Manager, Yahoo! Local

Ryan Massie, Product Manager, Ask Jeeves

Dariusz Paczuski, Vice President Search & Navigation, America Online, Inc.

#### Measuring Offline Sales & Conversion

Patricia Hursh, President, SmartSearch Marketing

Misty Locke, President & Co-Founder, Range Online Media

Mike Sack, SVP and Chief Product Officer, Inceptor Inc.

Jon Schepke, Co-CEO, Proceed Interactive

#### What Is Content?

Kent Lewis, President, Anvil Media, Inc.

Jennifer Slegg, Owner, JenSense.com

Anthony Garcia, Senior Persuasion Architect, Future Now Inc.



#### Search Ads Beyond Google & Overture

Dan Ballister, Vice President of Sales, FindWhat.com  
Peter Hershberg, Managing Partner, Reprise Media  
David Hills, CEO, LookSmart  
Matt McMahon, Executive Vice President, Fathom Online

#### Dealing With Contextual & Other Non-Search Ads

Brad Byrd, Vice President, NewGate  
Andrew Goodman, Principal, Page Zero Media Inc.  
Patrick Keane, Head of Sales Strategy, Google  
Joshua Stylman, Managing Partner, Reprise Media  
Paul Volen, Vice President of Partner Development & Strategy, Overture

#### European Search Landscape

Jim Banks, Web Diversity  
Ben Hogg, NetRatings, Inc.  
James Lamberti, Vice President, Marketing Solutions, ComScore Networks  
Lyndsay Menzies, Operations Director, bigmouthmedia  
Fabio Selmoni, Director of European Sales and Operations, Google  
Stephen Taylor, Managing Director Europe, Overture

#### Domain Name Issues

Robin Hislop, Technical Director, Spannerworks  
Jonathan Robinson, Director of Business Development, NetBenefit plc.  
Ren Warmuz, Founder and CEO, Trellian

#### Search Engine Friendly Design

Matt Cutts, Software Engineer, Google  
Robin Hislop, Technical Director, Spannerworks  
Bill Hunt, Search Effectiveness Team Lead, IBM.com

#### Search Engines & Branding

James Colborn, Inceptor  
Arjo Ghosh, Spannerworks  
Lyndsay Menzies, Operations Director, Bigmouthmedia  
Matt Trimmer, Principal Consultant, ivantage

#### Search Engines & Trademarks : A Legal Look

Jeffrey K. Rohrs, Director of Digital Marketing, Optiem  
Stephen Bennett, Senior lawyer, Lovells  
Dr. Felix Hofer, Hofer L♦sch Torricelli and member of Global Advertising Lawyers Alliance (GALA)  
Stéphane Perino, Founder & CEO, Agence Virtuelle SA  
Peter Roche, Founder, Sitelynx

#### Shopping Search & Merchant Sites

Mark Guymer, Director of UK Sales, DealTime/Shopping.com  
Chris Hitchen, Head of Shop Management UK, Pangora  
Glen Drury, Managing Director, Kelkoo UK  
Laura Thieme, President and Founder, Bizresearch



Successful Site Architecture

Matt Cutts, Software Engineer, Google

Alan Perkins, Head of Search Engine Marketing, SilverDisc

Shari Thurow, Webmaster/Marketing Director, GrantasticDesigns.com

Auditing Paid Listings

Jim Banks, CEO, Webdiversity

Warren Cowan, Managing Director, Greenlight

Jessie Stricchiola, Founder, Alchemist Media Inc.

Measuring Success

Hedley Aylott, Managing Director, Summit Media

Jake Baillie, VP Search Engine Marketing, Priva

Matt Peskett, Firetop

Optimizing Flash & Non-HTML Content

Gregory Markel, Founder/President, Infuse Creative

Shari Thurow, Webmaster/Marketing Director, GrantasticDesigns.com

