

Time	Time	Speaker	Cou.	Title	Company	Topic	Short Description	Moderator
08:00	45	N/A		N/A	N/A	Registration	Registration / Breakfast	
08:50	10	TBA	TBA	Introduction	TBA	Introduction	eCommerce, mobile and social media	Kristjan Mar
		Search Marketing Session						
09:00	30	Ashley Friedlein	UK	CEO and co-founder	Econsultancy	Latest trends & technologies	What are the latest trends and technologies in Internet marketing? What will 2010 involve, is realtime search here to stay and should we still focus on social media venues like Facebook?	Anne Kennedy
09:30	25	Jenny Leahy	US	AdCenter Community & Con	Bing	Search engine	What prompted Microsoft to change from LIVE to Bing? Has it worked?	Anne Kennedy
09:55	25	Paul Dolman	UK	CEO iCrossing UK	iCrossing	Agency	iCrossing deals with some of the biggest brands in the world, what are they doing online and through mobile for the year 2010?	Anne Kennedy
	10	Q and A						Anne Kennedy
10:20		Short Coffie Break						
		eCommerce session						
10:40	30	Allan Dick, Jr.	US	Chief Marketing Officer	Vintage Tub	Selling online	Allan sells used bath tubs online, are the any boundaries of what you can sell over the internet?	Massimo Burgio
11:10	20	Kjartan Sverrisson	ISL	Manager eMarketing	Icelandair	Case Study	eCommerce tracking, how do you track eCommerce success?	Massimo Burgio
11:30	10	Q and A						Massimo Burgio
		Q and A Panel	US	Allan Dick	Vintage Tub			Massimo Burgio
			ISL	Kjartans Sverrisson	Icelandair			Massimo Burgio
11:45		Lunch Break						
12:00	60	During Lunch there will be a Iceland only session - Special session based on the book "Markaðssetning á Netinu" this is the only session in Icelandic						
		Session is managed by Gudmundur Arnar Gudmundsson Marketing & Brand Manager Icelandair and is for 50 min						
		Mobile Marketing session						
13:00	30	Allen McCaskill	UK	Director of Media Solutions	Ericsson	The future is now	Mobile marketing and emerging marketing technologies. This session gives an insight into emerging technologies that will shape the world of marketing in the coming years	Kristjan Mar
13:30	10	Q and A						
		Mobile Marketing session						
13:40	20	Gene Ehrbar	US	Founder and CEO	Anomaly Incorporated	iPhone and iPad Design	What is the iPhone, or for that matter the iPad, good for, are there untapped possibilities and what can we expect over the next 12 months or so?	Anne Kennedy
14:00	20	Elisabet Grétarsdóttir	ISL	Marketing Director	Eve Online	Case Study	For an online game/community of over 300.000 users how can mobile help and is it worth pursuing?	Anne Kennedy
14:20	10	Q and A						
14:30	15	Short Coffie Break						
		Social Media Marketing with a twist of eCommerce						
14:45	20	Massimo Burgio	IT	Director / founder	Global Search Interactive	Case Study	eCommerce through social media, can sites like Facebook and Twitter be used to sell online?	Allan Dick
15:05	20	Matt Sewell	UK	Client Services Director	Hunterlodge	Case Study	How are British Universities using social media and is it working?	Allan Dick
15:25	15	Jens Hilmersson	SW	Business Development	Nordic eMarketing	Case Study	How to do social media seeding through online Public Relations and does real time search help?	Allan Dick
15:40	10	Q and A						
		Internet Marketing session						
15:50	25	Mike Grehan	UK	VP, Global Content Director	Incisive media	Internet Marketing	What is up? Where are we going from now? What should we keep our eye on and what is the next big break in Internet/digital Marketing?	Kristjan Mar
16:15	25	Mikkel DeMib	DK	Founder	Joblr / DeMib	Internet Marketing	The deep end of Internet Marketing, is it still in the dark ages?	Kristjan Mar
16:40	30	Q and A						
		Q and A - final Pannel	ISL	Lee Roy Tipton	Digital & Son's		This Q and A wraps up the conference	Kristjan Mar
			UK	Ashley Friedlein	Econsultancy			
			US	Jenny Leahy	Microsoft / Bing			
			UK	Dixon Jones	Receptional			
			IT	Massimo Burgio	Global Search Interactive			
			US	Allan Dick	Vintage Tub			
17:10		Networking Coctail						
18:30		End of conference						

Conference Chair: Kristjan Mar  
Program: Kristjan Mar  
Q and A Moderators: Various