

## Reykjavik Internet Marketing Conference 2012 - Programme // www.rimc.is (version 2)

Time	Type	Session headline	Speaker(s)	Company	Hall	Moderator
08:45 - 09:00	Opening notes	TBA				
<b>Keynote</b>						
09:00 - 09:35	Keynote	Filter Bubble	<b>Eli Praiser</b>	Author	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>An eye-opening account of how the hidden rise of personalization on the Internet is controlling-and limiting-the information we consume. Eli Praiser recently published his book "The Filter Bubble: What the Internet Is Hiding from You" dealing with the hidden dangers of personalization and what the usage of algorithms will do to our usage of both search engines and social media. Eli, who recently spoke at TED, argues powerfully that this will ultimately prove to be bad for us, bad for democracy, and bad for those trying to bring their message forward.</i>					
<b>Internet Marketing Track - Search/Social</b>						
09:40 - 10:40	Multi Speaker	It's not the new TV, it's the new telephone!	<b>Matt Neal</b>	BrightSparx	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>Matt will talk about the perceptions of social media and search within the B2B markets. Whether it is a singular strategic approach, or as part of a multi-channel campaign, social integration is often considered another 'deliverable', rather than a channel in its own right. Search still suffers from a lack of understanding as to what impact it can make, so it can still find itself in the 'nice to have' space. Both are often considered to be straightforward broadcast tactics that need minimal effort - rather than an actual dialogue and strategy that requires consistent management. How do you manage expectations and prove the value of social and search in these instances?</i>					
09:40 - 10:40	Multi Speaker	Social Media Policies: Protected Engagement	<b>Massimo Burgio</b>	Global Search Interactive	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>Training your social media marketing and web editorial team is paramount, but it is also important to set engagement rules for the interaction online and on social media networks. A social media policy to set rules is needed to protect brands/organizations, their employees and target audience, and will also help your brand stay out of trouble helping avoiding brand reputation crisis. Learn about the basic rules for social media policies, a more advanced insight with world-class benchmark.</i>					
09:40 - 10:40	Multi Speaker	gTLDs	<b>Ludvik Høegh-Krohn</b>	OMG	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>Should you care about gTLDs? Do they play a role in a search marketing strategy? Ludvik will talk about the new gTLDs and the impact on SEO. ICANN has opened the window for applying for a gTLD, and SEO is one of the major questions for companies considering to apply for a gTLD.</i>					
<b>10:40 - 10:50</b>	<b>Short Coffee break</b>					
<b>Social Media Marketing Track</b>						
10:50 - 12:20	Keynote/Multi Spk	Multi Channel Internet Marketing	<b>Bill Hunt</b>	Back Azimuth	Main	Sante Achille
<b>Description:</b>	<i>Google Instant and Bing's intent-based results are creating a need for a new generation of keyword research, expansion and modeling techniques. This session will guide you through ways to integrate data from search, social and traditional media to identify new opportunities and revenue streams.</i>					
11:00 - 12:30	Multi Speaker	Streaming Media and Real Time Web	<b>Ben Chapman</b>	BBC	Main	Sante Achille
<b>Description:</b>	<i>Ben Chapman has overseen radical changes within BBC Radio 1's approach to live radio on the web. He has seen the potential in the unique collaboration between live radio and a developing real time web experience. Recently Ben has taken the post of Head of Popular Music and is beginning to shape a music experience from the BBC that makes best use of live experiences over the internet. Radio has a personal and intimate relationship with it's audience and Ben will take you through the changes in Radio 1's social approach to maximise on this. He will also explain how he is positioning it's destination site (<a href="http://www.bbc.co.uk/radio1">www.bbc.co.uk/radio1</a>) to be fit for young audiences to experience radio and music in the future.</i>					
11:00 - 12:30	Multi Speaker Session	The Real Power of Twitter	<b>Paul Madden</b>	Automatica	Main	Sante Achille
<b>Description:</b>	<i>Paul takes on Twitter automation and how Twitter can be best used as a marketing tool.</i>					
11:00 - 12:30	Multi Speaker Session	Personal Branding Online	<b>Hubert Sepidnam</b>	Kaspid / Mr. Taster	Main	Sante Achille
<b>Description:</b>	<i>Personal branding in an hostile environment; how does online personal branding work in a country where Facebook and Twitter are banned? What we take for granted might not be an option for some. Interesting take on a world we think we know so well.</i>					
<b>12:20 - 13:00</b>	<b>40 min - Lunch break</b>					

### Keynote

13:00 - 13:35	Keynote	Making the most of Facebook	<b>Charles Dowd</b>	Facebook	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>Charles Dowd has 20 years experience in software and Internet solutions, most of those in senior management or consulting roles delivering marketing, sales, technology and investment for innovation-led businesses. Before joining Facebook, he was founder of Ticket Truck, a hotel reservation service for Facebook, and has also worked with Travelonomy (now StudentUniverse.com), Cardform, Marrakech and IBM.</i>					

### Search Engine Marketing Track - PPC and more

13:40 - 14:40	Multi Speaker	The Mafia, Bachelor Parties, Black Hats and Me	<b>Phil Greenwood</b>	Microsoft	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>Learn about bare knuckle Internet Marketing as Phil Greenwood guides you through 10 years of Internet startup lessons learned with him at the helm (or at least clinging to the ship). It's a no holds barred look at the dev, marketing, legal, and finance challenges Internet companies face everyday.</i>					
13:40 - 14:40	Multi Speaker Session	Google Adwords and the bigger picture	<b>Ólafur Kr. Ólafsson</b>	Nordic eMarketing	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>Google is the search engine world wide; in Iceland it is close to dominant, and the same goes with most other countries around the world - The big question is, how can you make the most out of Google so it complements your other marketing efforts?</i>					
13:40 - 14:40	Multi Speaker Session	Online or offline, it doesn't really matter.	<b>Bardur Orn Gunnarsson</b>	Hvitahusid	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>It's all about the line - Marketing is more about the message rather than the medium. A mix of media, combining online and offline to complement one another. But, in the end, it's the message, and the creative way in which that message is told that matters.</i>					
<b>14:40 - 14:50</b>	<b>Short Coffee break</b>					

### Search Engine Marketing Track - Organic

14:50 - 16:10	Multi Speaker	Social Media to Improve SEO	<b>Brent Payne</b>	Tribune/BaldSEO	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>If you want to be successful in SEO today you will need to look beyond just: link popularity, link authority, relevancy or even site architecture. Today's SEO will utilize social media as a vital component to an SEO campaign. Brent D. Payne is a well known social media expert (formerly SEO &amp; Social Media Director at Tribune Company) that will discuss many different ways to utilize social media to improve a site's SEO. He will discuss tactics to aimed at improving: link structure, user engagement with content to improve personalized search, user signals used by search engines and even tactics on how to improve results within Google Suggest via social media. Brent is an international speaker that has done so on 6 of the 7 continents both privately and publicly, including some of the most notable SEO and social media speaking circuits. His presentations are lively and often entertaining. A must see session.</i>					
14:50 - 16:10	Multi Speaker	In-house SEO	<b>Motoko Hunt</b>	Adobe	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>Whether you go with 100% in-house, or go with a hybrid version of in-house working with an agency, there are certain obstacles and challenges as well as the advantages. This session examines the pros and cons of in-house operation from multiple angles including technology, recourses, ROI, and performances. The session will also focus on the in-house placement within the organization, the alignment with other departments, agency relation, and tips for successful in-house operation.</i>					
14:50 - 16:10	Multi Speaker	Search Keywords, SEO and The Sales Funnel	<b>Barbara Coll</b>	WebMama	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>Need to capture the attention of everyone regardless of where they are searching, how they are searching and where they are in the buying cycle? Then this is the session you need to be at – Barbara is known to be a very energetic and informational speaker with a strong need to bring the audience closer to the Internet as a marketing channel.</i>					
14:50 - 16:10	Multi Speaker	Large Scale Linkbuilding	<b>Sepita Ansari</b>	Catbird Seat	Main	Kristjan Mar Hauksson
<b>Description:</b>	<i>All the search engines still rely heavily on links, but do they care about the links and what are the best links to send signals for ranking? Sepita will look at this and help those attending what to have in mind when they do link building. Important session for all those looking to gain visibility online.</i>					

### 16:10 - 16:20 Short Coffee break

### Internet Marketing Track - The Dark Session

16:20 - 17:20	Multi Speaker	The Dark Session	<b>Fantomaster</b>	Pleromatrix	Main	Bill Hunt / Kristjan Mar
16:20 - 17:20	Multi Speaker	The Dark Session	<b>Mikkel DeMib</b>	DeMib	Main	Bill Hunt / Kristjan Mar

16:20 - 17:20	Multi Speaker	The Dark Session	<b>Peter Van Der Graaf</b>	SearchSpecialist.nl	Main	Bill Hunt / Kristjan Mar
<b>Description:</b>	<i>It is not often that a international team of Internet Marketing specialists of this caliber is in the same room together - All experts in their field that have ventured over to the dark site of Internet Marketing and made it back. This session will explore the darker site of Internet Marketing such as PPC (Pills, Porn and Casinos) and how the Internet is being used as a marketing tool and not always for good. This session is useful for all those that are want to understand the depths of Internet Marketing and the possibilities that are out there and how to stray away from the mistakes and utilize the strengths - Expect a very lively session with very energetic speakers.</i>					

**Internet Marketing Track - Final thoughts**

17:20 - 17:25	Facilitator comments	Internet Marketing	<b>Kristjan Mar Hauksson</b>	RIMC	Main	N/A
<b>Description:</b>	Conference summary and thank you					

**17:30 - 18:30** Networking Cocktail sponsored by DaCoda WebCMS - [www.dacoda.com](http://www.dacoda.com)

More information can be found at [www.rimc.is/en/](http://www.rimc.is/en/) or by sending an email [rimc@rimc.is](mailto:rimc@rimc.is)

