

## SEMPO Speakers Bureau – Participating Member Information

<b>SEMPO Speakers Bureau – Participating Member Information</b>			
<b>Name</b>	Abe Mezrich		
<b>Title</b>	Manager, Communications		
<b>Email</b>	<a href="mailto:abe.mezrich@didit.com">abe.mezrich@didit.com</a>		
<b>Direct Phone</b>	(516) 255-0500		
<b>Company Name</b>	Didit		
<b>Company URL</b>	<a href="http://www.Didit.com">www.Didit.com</a>		
<b>Mailing Address</b>	55 Maple Avenue, Suite 106		
<b>Mailing Address</b>	Rockville Centre, NY 11570		
<b>Mailing Address</b>	USA		
<b>SEMPO Membership Level</b>	SEMPO Circle Member (Didit is a member; not myself personally)		
<b>General Areas of Expertise</b>	Check all that apply:		
<b>General Areas of Expertise</b>	<input checked="" type="checkbox"/> Branding/Branded SEM	<input checked="" type="checkbox"/> Search Advertising	<input checked="" type="checkbox"/> Trends
<b>General Areas of Expertise</b>	<input type="checkbox"/> Feeds	<input checked="" type="checkbox"/> Search Trends	<input checked="" type="checkbox"/> Vertical Specialty (what verticals?)  Comfortable speaking toward any vertical (vertical conferences have presented at: Pharma, Dieting, Dating; Hospitality)
<b>General Areas of Expertise</b>	<input type="checkbox"/> International/Non-English	<input checked="" type="checkbox"/> SEO	<input checked="" type="checkbox"/> Web 2.0
<b>General Areas of Expertise</b>	<input checked="" type="checkbox"/> Keynote	<input checked="" type="checkbox"/> Small Business	<input checked="" type="checkbox"/> Other (fill in below) <ul style="list-style-type: none"> <li>• Search &amp; multichannel marketing</li> <li>• Search &amp; behavioral advertising</li> <li>• Search &amp; Web 2.0/Social media</li> <li>• Insourcing v. Outsourcing</li> </ul>
<b>General Areas of Expertise</b>	<input checked="" type="checkbox"/> Large/Enterprise Business	<input checked="" type="checkbox"/> Shopping Search	
<b>Prior Speaking Experience (list shows and topics)</b>	<ul style="list-style-type: none"> <li>• ACCM Annual 2008 – Site lab (SEO, Paid Search, &amp; usability)</li> <li>• New England DMA Annual Conference 2008 – Search &amp; multichannel marketing</li> <li>• DMA Dallas/Fort Worth, March 2008 – Multichannel marketing and search</li> <li>• OMMA Hollywood 2008 - Moderated 2 panels: one on SEO; one on SEO/Paid Search budget allocation</li> <li>• SEMNE (Search Engine Marketing New England) March, 2008– The future of search</li> </ul>		

	<ul style="list-style-type: none"> <li>• iDate January 2008– Search for the dating industry</li> <li>• Direct Marketing Association, Long Island (DMALI) December, 2007– Search and Social Media</li> <li>• Pharmaceutical Executive Marketing and Sales Summit November, 2007- Search for the pharmaceutical industry</li> <li>• New York University School of Continuing Education (presented there repeatedly, 2007/2008) – Search &amp; multichannel marketing; the future of search</li> <li>• Searchnomics 2007 – SEO vs. Paid</li> <li>• Bessemer Ventures thought leadership conference 2007 (keynote speaker) – Industry trends and general best practices</li> <li>• eComXpo (virtual conference); multiple 2007 – The future of search; search and social media</li> <li>• New York Software Industry Organization, May 2007 – The future of the SERP</li> <li>• The Leadership Institute Internet Technologies Workshop, Nov 2007– Intro to SEO</li> <li>• Diet2006 – Dieting</li> <li>• Professional Association of Innkeepers International Conference, 2006 -- Hospitality</li> </ul>
<b>Travel Limitations</b>	Seeking talks in US & Canada
<b>Speaker Fees*</b>	None
<b>Contact Preference</b>	<p>SEMPO may give my contact information to events representatives who are seeking speakers, and may, at its discretion, publish my contact information and profile on its site (<a href="http://www.SEMPO.org">www.SEMPO.org</a>) and in written materials regarding speaking and collaboration opportunities.</p> <p>X Yes   <input type="checkbox"/> No</p>

\* Note: Most speaker requests assume you will participate with no fee and you will cover your cost of travel. SEMPO does not cover travel costs or speaker fees, and provides this speaker referral service at no cost to its members.

