

SEMPO Speakers Bureau – Participating Member Information

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Name	Bill Leake		
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Company URL	www.apogeesearch.com		
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	City, State/Province, Postal Code: Austin, Texas 78759		
	Country: USA		
SEMPO Membership Level	Circle Member		
General Areas of Expertise	Check all that apply: (in green)		
	<input type="checkbox"/> Branding/Branded SEM	<input type="checkbox"/> Search Advertising	<input type="checkbox"/> Trends
	<input type="checkbox"/> Feeds	<input type="checkbox"/> Search Trends	<input type="checkbox"/> Vertical Specialty (what verticals?)
	<input type="checkbox"/> International/Non-English	<input type="checkbox"/> SEO	<input type="checkbox"/> Web 2.0
	<input type="checkbox"/> Keynote	<input type="checkbox"/> Small Business	<input type="checkbox"/> Other (fill in below)
	<input type="checkbox"/> Large/Enterprise Business	<input type="checkbox"/> Shopping Search	
Prior Speaking Experience (list shows and topics)	Date	Event	Topic
	March 13, 2007	SXSW Interactive	How to Make Search Engine Optimization (SEO) and Usability Work Together.
	June 13, 2006	Software Marketing Perspectives Conference and Expo	
	March 7, 2006	Austin Technology Council	Cost Effective Marketing – Panel Discussion
	October 11, 2005	Software 500 conference	Avoiding Search Engine Marketing Malpractices
	March 18, 2005	eCommerce Strategies	Internet Marketing panel
	November 3, 2004	Austin Innotech	Demystifying Search Engine Optimization



Travel Limitations	none
Speaker Fees*	none
Contact Preference	<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 (www.SEMPO.org) and in written materials regarding speaking and collaboration opportunities.</p> <p><input type="checkbox"/> 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.