

SEMPO Speakers Bureau – Participating Member Information

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| SEMPO Speakers Bureau – Participating Member Information | | | |
| | | | |
| Name | Bill Leake | | |
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| Direct Phone | 512-583-4200 x700 | | |
| Company Name | Apogee Search | | |
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| | Austin, TX 78759 | | |
| | USA | | |
| SEMPO Membership Level | Circle Member | | |
| General Areas of Expertise | Check all that apply: | | |
| | <input checked="" type="checkbox"/> Branding/Branded SEM | <input checked="" type="checkbox"/> Search Advertising | <input checked="" type="checkbox"/> Trends |
| | <input type="checkbox"/> Feeds | <input checked="" type="checkbox"/> Search Trends | <input type="checkbox"/> Vertical Specialty (what verticals?) |
| | <input type="checkbox"/> International/Non-English | <input checked="" type="checkbox"/> SEO | <input checked="" type="checkbox"/> Web 2.0 |
| | <input type="checkbox"/> Keynote | <input type="checkbox"/> Small Business | <input checked="" type="checkbox"/> Other (fill in below) |
| | <input type="checkbox"/> Large/Enterprise Business | <input type="checkbox"/> Shopping Search | Website Effectiveness Consulting and Google Website Optimizer Authorized Consultant |
| Prior Speaking Experience (list shows and topics) | Date | Event | Topic |
| | June 15, 2009 | Internet Retailer | The Latest Info That All Retailers Need To Know About Search Engines |
| | June 11, 2009 | O'Reilly Found | Optimizing Video and Images |
| | June 4, 2009 | Online Marketing Summit - Denver | Big Brands, Big Plans |
| | May 27, 2009 | Online Marketing Summit - Chicago | Big Brands, Big Plans |
| | May 20, 2009 | Online Marketing Summit - Houston | Designing Your Email Program From Online Outreach to the Welcome Message: How Search Engines and Your Website Play a Role in Results |
| | May 18, 2009 | Online Marketing Summit - Austin | Designing Your Email Program From Online Outreach to the Welcome Message: How Search Engines and Your Website Play a Role in Results |
| | March 26, 2009 | Search Engine Strategies (SES) NY | Don't Be Afraid of the Dark: Black Hat PPC Tactics |
| | March 23, 2009 | OMMA Global | SEO and Your Advertising: How To Make All Your Online Programs More E-ffective |
| | March 18, 2009 | What's Next Boomer's Summit | Smart Ways to Reach Your Market |
| | March 19, 2009 | What's Next Boomer's Summit | Reaching Boomers Online |

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| | March 11, 2009 | PubCon South | Conversion Optimization and Testing |
| | February 10, 2009 | SMX West | SEO Strategies to Get More Mileage From Your PR |
| | February 11, 2009 | SMX West | The Dark Side of Focusing on Web Conversion Rates |
| | January 29, 2009 | eMarketing Techniques | Online PR |
| | December 4, 2008 | Media Post's Search Insider Summit | Best PPC Practices |
| | November 11, 2008 | PubCon Las Vegas | The Secret Life of On-Site Search Exposed!" |
| | October 23, 2008 | MarketingProfs Digital Marketing Mixer | A Deep Dive into B2B Search Engine Marketing |
| | October 6, 2008 | SMX East | The Dark Side of Focusing on Web Conversion Rate |
| | October 1, 2008 | Online Market World | Top 10 Search Marketing Mistakes |
| | October 3, 2008 | Online Market World | Reputation Management on the Wild, Wild Web |
| | June 19, 2008 | Interactive Austin | Integrating New Media into the Marketing Plan |
| | June 17, 2008 | Austin Social Media Immersion | Search Engine Optimization: Tips for Improving Your Visibility Where Your Customers Look First |
| | May 5, 2008 | Boston Internet Search Marketing Meetup | The Future of Search |
| | April 16, 2008 | eMarketing Summit @ Innotech | Search Engine Building Blocks |
| | April 8, 2008 | Dallas Ft. Worth Interactive Marketing Assoc. | The Future of Search |
| | March 18, 2008 | OMMA Global | SEO Is Not Rocket Science, But That Doesn't Mean It's Easy |
| Please find additional 2004 – YTD speaking engagements here http://www.apogee-search.com/news/events.php . | | | |
| 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 checked="" 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.

