

SEMPO Speakers Bureau – Participating Member Information

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Name	Jon Myers		
Title	Director of Search		
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Company Name	Latitude Group Limited		
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	Country UK		
SEMPO Membership Level	SEMPO Circle Member		
General Areas of Expertise	Check all that apply:		
	<input checked="" type="checkbox"/> Branding/Branded SEM	<input checked="" type="checkbox"/> Search Advertising	<input type="checkbox"/> Trends
	<input type="checkbox"/> Feeds	<input checked="" type="checkbox"/> Search Trends	<input checked="" type="checkbox"/> Vertical Specialty (what verticals?)
	<input type="checkbox"/> International/Non-English	<input type="checkbox"/> SEO	Search
	<input checked="" type="checkbox"/> Keynote	<input type="checkbox"/> Small Business	Mobile
	<input checked="" type="checkbox"/> Large/Enterprise Business	<input type="checkbox"/> Shopping Search	Local
			Finance, travel, retail
			<input checked="" type="checkbox"/> Web 2.0
			<input type="checkbox"/> Other (fill in below)
Prior Speaking Experience (list shows and topics)	<p>I have over 9 years experience in the Search industry in both Paid Search and SEO, have been on the speaking circuit for over 4 years now and have spoke at events such as:</p> <p>Search Engine Strategies in London and Stockholm, - Auditing paid Listings, Local Search tactics</p> <p>Internet World Conferences - The Search marketplace</p>		

	<p>Marketing World Conferences – Click Fraud</p> <p>Marketing Weekly Conferences, - Search Optimization and the future of search</p> <p>NMK Digital Marketing Events – Paid Search Marketing Tips and Tricks</p> <p>UK Mobile Marketing Conferences – Mobile Search</p> <p>Below is my usual speaking BIO:</p> <p>As Search Director, Jon ensures that online marketing campaigns conducted by Latitude clients are of the highest quality and deliver maximum value. He joined Latitude in March 2000 and has worked on accounts such as Alliance & Leicester, OTTO and Tesco Personal Finance.</p> <p>Jon has worked in new media for more than eight years and has been involved in paid search since its inception and is recognised for his unparalleled experience. He was one of ten experts selected by Overture (YAHOO!) to help create their SEM Accreditation scheme. More recently, working with MSN on the launch of the new Microsoft AdCenter paid search system.</p> <p>Jon is also involved with industry bodies such as SEMPO and the IAB UK and European Search Task Forces as a committee member.</p> <p>A regular presenter at industry events, Jon has spoke at Incisive Media’s’ Search Engine Strategies conferences in London and Stockholm, as well as at Internet World, Marketing Weekly Conferences, NMK Digital Marketing events and the UK Mobile Marketing Conference.</p>
Travel Limitations	None
Speaker Fees*	N/A
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.