

SEMPO Speakers Bureau – Participating Member Information

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SEMPO Membership Level	SEMPO CIRCLE		
General Areas of Expertise	Check all that apply:		
	<input checked="" 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 checked="" type="checkbox"/> SEO	<input type="checkbox"/> Web 2.0
	<input type="checkbox"/> Keynote	<input checked="" type="checkbox"/> Small Business	<input type="checkbox"/> Other (fill in below)
	<input checked="" type="checkbox"/> Large/Enterprise Business	<input type="checkbox"/> Shopping Search	
Prior Speaking Experience (list shows and topics)	<p>SES 2006 / 2007 / 2008 (San Jose, Chicago, New York)</p> <ul style="list-style-type: none"> • In House Track – Big PPC (worst competition) • Organic Track – Big Site, Big Search • Organic Track - New Face Of In-House Search • Issues Track - In House: In, Out or In Between? • Industry Track – Retail Case Studies • Advanced Advertising Track - War of the Search Worlds • In House: Lessons Learned & Victories Won <p>Mediapost Search Insider Summit 2008</p> <ul style="list-style-type: none"> • 3 Sides of Everything (in-house marketer point of view) <p>DMA 2008</p> <ul style="list-style-type: none"> • Online Marketing Track - The Rise of Universal Search <p>Searchnomics 2007</p> <ul style="list-style-type: none"> • Successfully Managing a Large Scale SEM Program <p>DMA B2B 2005</p> <ul style="list-style-type: none"> • Solving the Small Business Growth Problem – Real World Best Practices 		

Travel Limitations	
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 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.

