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8.30-9.00	Coffee and networking
9.00- 9.15	Welcome and introduction to the day
9.15- 9.35	Introductions and ice breaker What are your key search challenges and how are you planning to overcome them?
9.35-10.15	Presentation and Q&A Rob Watkins, Head of Performance Marketing, Samsung Electronics <ul style="list-style-type: none"> - Hear the latest insights on paid search strategies, audience planning and programmatic advertising
10.15-11.00	Presentation and Q&A James Rowland, Global Search Manager, Thomson Reuters <ul style="list-style-type: none"> - Hear about SEO strategies for site migration and the latest search insights
11.00-11.20	Coffee break
11.20-11.50	Presentation and Q&A Christopher Gallet, Search & Analytics Manager, BAE Systems Hear how you can future proof your content for voice search and debate the impact of search on B2B companies
11.50-12.30	Discussion groups and feedback Time to break into 4 groups to discuss what you've heard so far <ol style="list-style-type: none"> 1) Paid search strategies for the future 2) SEO strategies for the future 3) Search metrics and measurement 4) The future of voice search
12.30-13.30	Lunch