




What's next for SEO?

9th April | Refinitiv | 8.30-11.30

8.30 - 9.00	Breakfast and networking
9.00 - 9.10	Welcome and introductions
9.10 - 9.45	<p>Presentation and Q&A: Billion dollar SEO site migration</p>  <p>James Rowland Director of Digital Optimisation Refinitiv</p>
9.45 - 10.15	<p>Presentation & Q&A:</p>  <p>Dan Adam Deputy Head of SEO RocketMill</p> <ul style="list-style-type: none">- How to make SEO a priority in big business- SEO priorities in 2019 and beyond
10.15 - 10.35	Group exercises and feedback
10.35 - 11.05	<p>Presentation:</p>  <p>Alex Douglas-Mann Senior SEO Director iCrossing UK</p> <ul style="list-style-type: none">- How to protect your brand in voice search & beyond- SEO strategy -where should you be focussing your efforts for the biggest wins
11.05 - 11.25	Group exercises and feedback
11.25 - 11.30	Close