



The Executive Network



FIERA MILANO
MEDIA

Fiera Milano Media S.p.A.
Divisione Business International
Sede Legale
Piazzale Carlo Magno, 1
20149 Milano, Italy

Sede Operativa
Piazza della Repubblica, 59
00185 Roma, Italy
Tel +39 06.845411
Fax +39 06.85301046

Sede Amministrativa
S.S. del Sempione, 28
20017 Rho (Milano), Italy
Tel +39 02.4997.1
Fax +39 02.4997.6573

Dati societari
Capitale sociale Euro 2.803.300,00 i.v.
Registro Imprese, C.F. e P.I. 08067990153
CCIAA 1201667 socio unico Fiera Milano SpA
Direzione e coordinamento Fiera Milano SpA

SMX MILAN 2013

SMX 7th NOVEMBER 2013 – Mi.Co

8.30 – 9.00 **Breakfast & Registration**

9.00 - 10.00 **Conference welcome & keynote**
Jim Sterne, Founder, Digital Analytics Association

h. 10.00 – 11.15 sessioni parallele

Social Media Marketing

Supercharging Reach & Engagement On Facebook & Twitter

With over a billion users, Facebook is the biggest social network out there. Tapping into it the right way can generate plenty of attention and traffic. Twitter is also a proven source of traffic, but you need to do more than just push out a quick 140-character tweet to gain traction and engagement with your followers. Attend this session for the tactics you need to drive more traffic – and gain potential customers or favorably influence existing ones – via these thriving social media channels – and understand what the shift to mobile devices means.

Speakers:

Donatello Osti, Digital Media Strategist, U.S. Consulate General

Sara Rosso, VIP Global Services Manager, Automatic

Piero Tagliapietra, CEFRIEL

Search Engine Optimization

Don't Panic! A Hitchhiker's Guide To Surviving SEO Changes

The SEO's life isn't easy. In addition to major updates like Panda, Google says it's now making as many as 500 changes to its algorithms each year. Apart from algorithmic changes, personalization means different results for everyone, sometimes in non-subtle ways. Voice driven queries, quick answers and local discovery are changing the way we view search on mobile devices. Attend this session and you'll learn to adapt and thrive in the constantly changing search engine optimization (SEO) universe.

Speakers:

Greg Boser, President, BlueGlass Interactive

Martino Mosna, SEM & Web Analytics Specialist

Johannes Müller, Webmaster Trends Analyst, Google

Search Engine Advertising

Amazing Paid Search Tactics & Tools

What's hot and happening with paid search? What's not? Speakers in this session have had their fingers on the pulse of search advertising over the past year, and are prepared to discuss their insights into supercharging campaigns that the engines aren't talking about. This session will wow you with some new ideas for your SEA campaigns!

Speakers:

Brad Geddes, Founder, Market Motive

Andrew Goodman, Founder, Page Zero Media

Sebastian Grebasch, Global Head of SEA e Mobile Marketing, Zalando

11.15 – 11.45 Refreshment Break

h 11.45 – 13.00 sessioni parallele

Social Media Marketing

Customer Acquisition Through Social Media & Social Data

In addition to communicating with your customers and building community, social media can be a powerful tool for generating leads and driving sales both online e-commerce and offline. Our panel of experts will share case studies and actionable tactics from real-world campaigns that delivered new customers to physical locations, increased inbound calls, grew leads/email lists and more

Solution Spotlight by Tecla 

Speakers:

Justin Sanger, Founder & Ceo, Support Local

Valeria Severini, Ceo, Freedata Labs

Search Engine Optimization

How To Build Links & Win Authority Through Public Relations

Most search marketers recognize that there is a relationship between SEO and public relations, but few really understand how to capture the elusive synergy that makes both shine. Beyond optimizing press releases, how do you effectively reach key influencers (journalists, tweeters, celebrities) to ask for links? And how do you go about building up your own authority in ways that will build status (and traffic) to your own sites? This session explores the "softer side" of SEO that seeks to influence people rather than search engine algorithms.

Speakers:

Matteo Monari, Co-Founder e COO, BizUp

Samuel Scott, Direttore Digital Marketing and Communications e SEO Team Leader, The Cline Group

Chris Silver Smith, President, Argent Media

Search Engine Advertising

Fast And Easy SEA Analytics

Paid search campaign optimization is vital, but pulling the data to make decisions needn't be difficult. There are about a dozen shortcut reports that offer invaluable information for advertisers, and our panelists will show you not only how to access them but how to avoid "analysis paralysis" and enhance the performance of your paid search campaigns.

Speakers:

Brad Geddes, Founder, Market Motive

Andrew Goodman, Founder, Page Zero Media

Plus Session



Google vs Facebook: Get the best from Search and Social Media to develop your E-Business

When it comes to business on line, Google and Facebook, are they bitter enemies or powerful allies? The web most intriguing challenge is becoming a great opportunity for the companies that can take advantage of both!!!! This session will analyze:

- What Google Market Analysis can offer;
- Massive saving strategies and Facebook Ads e Google AdWords optimization;
- Facebook-commerce high potential;
- Relevance of Social CRM as a tool to assure your brand the highest ability to compete on the market on and off line.

Fabrizio Barbarossa, CEO, Enterprise Consulting

13.00-14.15

Lunch and Expo Hall Timeunch - [Sponsored by 77 Agency:](#)



[Expo Hall Sponsored by Seo Cube:](#)



- [Smx Theater Open: Tecla](#)



h. 14.15 – 15.30 (session parallele)

Social Media Marketing

Going Viral On YouTube

Going viral on YouTube can generate thousands of views. But that doesn't mean you should promote your business via a cute kitty video or as a conversation with your 12 year-old CEO. So what's the best approach to leveraging the huge potential of YouTube? Panelists in this session share best practices for socially promoting your videos while assuring you also maintain the integrity of your brand.

Speakers:

Alessandro Agostini, Managing Director, Bruce Clay Europe

Alessio Garbin, Cofounder, Uramaki

Search Engine Optimization

What SEO Performance

Metrics Are Truly Important?

Your boss or client may think top rankings are gold, but most knowledgeable SEOs will tell you those stats are so 20th-century that they're virtually irrelevant. So how do you measure – and more importantly, prove – the value of your SEO activities, especially in the age of personalized, unique search results for everyone? Speakers in this session have promised to "open up their kimonos" and reveal the really useful, measurable techniques they use to demonstrate the value of their work.

Speakers:

Richard Baxter, CEO, SEOgadget

Greg Boser, President, BlueGlass Interactive

Marco Loguercio, CEO, Find

Search Engine Advertising

Forget What You Know About SEA – Best Practices Debate

Think you know paid search? Does quality score really matter? Does targeting really get better with Google's new 'Enhanced' Campaigns? Is account history sacrosanct? Is it really better to send people to product specific landing pages than a brand's homepage? In this session, our panelists challenge commonly accepted best practices and provide evidence that what you "know" about paid search can actually work against you.

Speakers:

Brad Geddes, Founder, Market Motive

Andrew Goodman, Founder, Page Zero Media

Sebastian Grebasch, Global Head of SEA e Mobile Marketing, Zalando

h.15.30-16.45 (sessioni parallele)

Social Media Marketing

Some Assembly Required: Adding Social Media to the Marketing & Communications Mix

Undoubtedly social media provides communicators with many benefits. Companies which have not yet initiated a formal social media program find devoted customers are already promoting the company through fan communities, a form of priceless earned media. Additional advantages accrue to those who integrate social media into their communications strategies. Communities become a type of informal focus group, providing ideas for new offerings and enhancements to existing products and services. Paid media investments get an additional push. Yet at a minimum an organization needs to revise processes across multiple departments and should insure social media policies are in place. In this session, our speakers will discuss the organization changes required to successfully embrace social media.

Speakers:

Sean Carlos, President, Antezeta

Shawn McClondon, Founder & CEO, My Social Media Monster

Search Engine Marketing

Understanding Searcher Behavior

All this talk about making use of searcher behavior — but how do searchers actually interact with search engines? Glad you asked! This session looks at the latest research and studies, including mobile insights, to offer techniques and tips for search marketers to consider.

Speakers:

Bill Hunt, President, Back Azimuth Consulting

Marco Loguercio, CEO, Find

Search Engine Advertising

Running International Paid Search Campaigns

Think globally but act locally. Organizations selling internationally need to take into account local differences in each market, from search engine selection to ad messaging and user behavior. Users may turn to Yandex, Baidu or Naver in addition to the better known Google or Bing. Our panel will share their tips and tools used for implementing and optimizing international SEA campaigns

Speakers:

Gianpaolo Lorusso, Sito-Perfetto.it

Matthias Weth, Managing Director, Catbird Seat

Plus Session



Driving effective performance measurement in the Social Era

Leverage the Social Era to Listen, Understand and Engage with your Customers through their preferred media

Armando Janigro, Business Development Manager, Oracle

16.45 – 17.15 Refreshment & Expo Hall Time -

[Expo Hall Sponsored by: Seo Cube](#)



h. 17.15 – 18.30 (session parallele)

Social Media Marketing

Decoding Facebook Ads: Strategies & Tactics For The New Ad Environment

With the ever-changing Facebook ads environment staying afloat is tougher than ever. From traditional ads, to the organization of sponsored stories to promoted post, opportunities are aplenty for the modern day Facebook advertiser. Mobile-only targeting allows advertisers to take advantage of behavior differences between mobile and desktop devices. This session will cover everything you need to know about Facebook Ads, changes and optimization tactics to ensure you are getting the most out of your Facebook spend.

Speakers:

Massimo Chieruzzi, Fondatore, AdEspresso

Amedeo Guffanti, Direttore Generale, 77Agency

Search Engine Optimization

Taming International Search Engine Optimization

Do you – or can you – sell worldwide? If so, what are the key issues you should be considering in a multi-lingual, multi-market world? What search engines really count internationally? This session considers the major things you need to know for international organic search success, from keyword selection to domain and mobile usage.

Speakers:

Bill Hunt, President, Back Azimuth Consulting

Johannes Müller, Webmaster Trends Analyst, Google

Search Engine Advertising, Search Engine Optimization, Social Media Marketing

In-House, Outsource or Both?

Successful digital marketing in an ever evolving online environment isn't so easy. Some organizations choose to execute search and social media strategies in-house while others choose external expertise to accomplish their digital marketing and communication. Yet others opt for a hybrid approach. In this session panelists will share their experiences in managing the challenges faced in each scenario from recruitment, ongoing training to vendor management.

Speakers:

Sante Joseph Achille, Consulente per Motori di Ricerca e di Web Marketing

Motoko Hunt, Ajpc Llc

Ruth Burr, Marketing Lead e Head of SEO, Moz

18.30 – 19.00 SMX Expo Hall Reception [Expo Hall Sponsored by: Seo Cube](#)

Visit the search marketing solutions providers in the Expo Hall while enjoying beverages and munchies



19.00 **SMX After Dark** - Join us in the city that never sleeps for SMX After Dark. There'll be beverages, munchies, and great conversation!

AGENDA SMX 8th NOVEMBER 2013 – Mi.Co

8.30 – 9.00 **Breakfast & Registration**

9.00 – 10.00 **Keynote**

h. 10.00 – 11.15 (sessioni parallele)

Social Media Marketing

Customer Service Through Social Media

Social media has turned into a new and still developing customer service channel. How do you deal with what's effectively a system that allows your customers to shout their problems out in public and expect a solution? In this session, you'll learn best practices from our panel of experts who are in the trenches managing social media customer service operations, and perhaps how to turn those problems into testimonials.



Solution Spotlight by

Speakers:

Federico Cominotto, Web Marketing and Social Media, H3G

Elisabetta Grimani, Responsabile Web e New Media, FS Italiane

Search Engine Optimization

Schema.org: Real World Markup For Success

You may know semantic markup is important, but what is the most effective way possible to use it? This session's speakers will share how they fine-tuned their approach to microdata and other ways to express authority to search engines. They will also offer case-study examples of how paying attention to detail has had a significantly positive impact on online visibility.

Speakers:

Ruth Burr, Marketing Lead e Head of SEO, Moz

Bastian Grimm, Founder e partner, Grimm Digital

Marcus Tober, Founder, Searchmetrics

Search Engine Advertising

Mobile Ads: From Click-To-Call & Beyond

Mobile ads are similar to traditional SEA ads, but mobile users have different needs, which requires a different approach to the user experience. Do you provide click-to-call links in your ads for those user who needs immediate gratification? Or do you create unique landing pages for mobile users that lead them to an immediate, uncomplicated conversion? And how will Google's "enhanced campaigns" affect your decisions? Learn the best approaches to creating successful mobile advertising campaigns..

Speakers:

Bill Dinan, President, Telmetrics

11.15 – 11.45 Refreshment Break

[Expo Hall Sponsored by: Seo Cube](#)



h. 11.45 – 13.00 (sessioni parallele)

Social Media Marketing

The Voice of The Consumer – Social Media & Consumer Reviews

Many companies use the social web to try to learn more about the opinions of their customers regarding the company's brands, products, people and services. Consumer reviews play a central role as unsolicited feedback from consumers. However, what role do consumer reviews really play in the sales process? Do reviews impact the visibility of websites in search results? How can reviews be effectively monitored and analyzed? How can they be used for long-term success?

Speakers:

Justin Sanger, Founder & Ceo, Support Local

Riccardo di Marcantonio, Founder & Ceo, Extreme

Massimo Milita, Marketing Director, Sorgenia

TBA

Search Engine Marketing

Maps, Metros & Mobile: Surviving And Thriving In Local Search

By most estimates, 20% to 30% of all searches have local intent, and that number dramatically increases on mobile devices. But local search visibility is a moving target these days and just getting the basics right is no guarantee of success. In this session, our expert panelists will share tips and tactics for mastering the local search landscape, including the social network implications of Google+ Local (ex Google Places)

Speakers:

Luca Bove, Search Marketing Specialist, Imevolution

Chris Silver Smith, President, Argent Media

13.00 – 14.00 Lunch & Expo Hall Time [Sponsored by 77 Agency:](#)



[Expo Hall Sponsored by Seo Cube:](#)



h. 14.00 – 15.15 (sessioni parallele)

Social Media Marketing

Measuring Social Media ROI twitter-logo (#smx #23A)

Sure, social media has had plenty of hype, and everyone is "sure" of its value. But how do you prove that it offers a true return on investment, especially if you are trying to persuade clients or management to invest marketing dollars in Facebook, Twitter and other social media campaigns? This session looks at emerging social media analytics methods, how to measure "conversions" when there may be no tangible transactions, as well as some of the tools available to measure ROI and performance of social media activities.

Speakers:

Vincenzo Cosenza, Social Media Strategist, Blogmeter

Ric Dragon, CEO, DragonSearch

Social Media Marketing, Search Engine Optimization

I'm feeling Wikipedia

Wikipedia is so predictably a top search result for so many queries some have suggested that Google's "I'm feeling lucky" button be renamed "Take Me to Wikipedia". Wikipedia is also a significant source of data for Google's Knowledge Graph and of direct traffic to many sites. Yet correcting and updating a Wikipedia entry needs to be done with respect to the rules governing Wikipedia's community. You'll come away from this session knowing how this influential site works and how to participate constructively.

Speakers:

Frieda Brioschi, Presidente, Wikimedia Italia

Loredana Grimaldi, Head of Corporate Communication, Telecom Italia

Nicoletta Vittadini, Associate Professor of Sociology of Culture and Communication, Catholic University of Milan

Search Engine Marketing

Trends In Mobile Search – from optimization to commerce

Mobile search has exploded, with people increasingly turning to their smartphones and tablets to find answers and make purchases. Our panelists in this session provide you with solid stats on how people are using mobile, predict growth trends, and discuss key aspects that are unique to mobile marketing such as optimizing for mobile, voice search, Google's new introduction of "enhanced campaigns" and responsive design.

Speakers:

Sean Carlos, President, Antezeta

Paolo Zanzottera, CEO, ShinyStat

Marco Loguercio, CEO, Find

15.15 – 15.30 Refreshment Break

15.30 – 16.30 TBA

16.30 - 16.45 Refreshment Break

h. 16.45 – 17.45 (sessioni parallele)

Social Media Marketing

The Perfect Blog

For many, a blog is the hub of a company's social media marketing efforts. But building a consistently high-quality blog is a challenge. How do you keep your blog updated with fresh and appealing content? Is there a way to get more comments and build a community of readers? Can you use your blog to generate leads and increase sales? This session will cover those questions and more with actionable ideas for those new to blogging or those looking to make an existing blog even better.

Speakers:

Sante Joseph Achille, Consulente per Motori di Ricerca e di Web Marketing

Domitilla Ferrari, Social Media Strategist, Arnoldo Mondadori Editore

Search Engine Optimization

SEO Site Clinic

Could improvements to your website deliver a search traffic boost? Get insights direct from our experts! All registered

SMX Milan participants will have the opportunity to submit their site in advance for a live review by our panelists. The panelists will then select a few for review.

Speakers:

Greg Boser, President, BlueGlass Interactive

Giacomo Gnechi Ruscone, Webmaster Outreach Specialist, Google

Johannes Müller, Webmaster Trends Analyst, Google

Dave Naylor, Director, Bronco

Digital Analytics, Search Engine Marketing, Social Media Marketing

Meet Google Universal Analytics – Not Your Father’s Web Analytics

Earlier this year Google introduced Universal Analytics, a major advance in how digital communications data can be collected and analyzed. Google’s Universal Analytics offers greater personalization, greater integration with other data sources and provides the ability to get a more complete vision of the entire marketing funnel. What’s not to like? This session explores what Google’s Universal Analytics means for digital marketers.

Speakers:

Justin Cutroni, Analytics Evangelist, Google