



DMANC is now part of the DMA National Affiliate Network
Our next presentation is on:

Wednesday, March 10, 2010

11:30am - 12:00pm Registration & Networking
12:00pm - 2:00pm Luncheon & Keynote Address
2:15pm - 3:30pm Bonus Workshop

Location: Crowne Plaza Hotel
1177 Airport Blvd,
Burlingame, CA 94010

DMANC serves every level of marketing manager that understands the **Power of Direct** in all its forms. Improve your business, your career and build your personal network of important people. Join today at www.dmanc.org

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EVENT FEES:

March 10, 2010 Luncheon Meeting:

Mktg. Student/Instructor \$40pp Member \$55pp Non-Member \$75pp

March 10, 2010 Luncheon Meeting & Bonus Workshop:

Mktg. Student/Instructor \$40pp Member \$115pp Non-Member \$140pp

If you do not have a current membership, the non-member rate will be charged. No shows will be billed. Cancellation Policy: E-mail or fax us; then full refund until one week prior to event.

What's Google Up to Next?

Google's Newest Strategies and Tools for 2010

March 10, 2010

Plus a Bonus Workshop on the Latest SEO Techniques

In this luncheon discussion, search marketing guru and author of the best-selling book *Search Engine Marketing*, Andreas Ramos, will give us an industry update on the latest search marketing techniques, and in particular, discuss Google's very latest strategies.

What you'll learn:

- What is Google's deep strategy? Where is Google going in 2010?
- What are Google's confidential services for enterprise customers? How can you get those services for your company or your clients?
- What are Google's latest strategies on picking the top results in its search engine? You'll see how they do this and you'll learn how to modify websites to comply with their latest technology.
- SEO developments in Facebook, hidden tools and the latest tips.

Bonus Workshop

Search Marketing 2010: SEO Beyond Search Engines

Stay after lunch, and Andreas will do a deep dive to explain how Google's search algorithm continues to evolve. Learn how Google actually ranks websites. You'll learn how you can adjust your strategy to work within Google's rules. Google is moving away from technical methods (such as meta-tags). They are using off-page criteria to evaluate pages, which means you can use your marketing experience and skills.

Speaker: Andreas Ramos has written eight best-selling books about web technology; his current book *Search Engine Marketing* has been published in the USA, China and Germany. He is working on a new book on ROI and KPIs.

I WANT TO JOIN DMANC. \$125pp

And as an added bonus receive \$20.00 off this meeting
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