

Choose Your Pass(es)					Pre-Show	Onsite
All Access Passport					5 Feb - 21 Feb	After 21 Feb
Platinum Passport					£1695	£1745
Two-Day Passport	Check Days	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday	£1095	£1195
One-Day Passport	Check Day	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday	£895	£995
Expo Only Pass					£695	£795
Add-Ons:					Free	£25
SEM Training 1/2 Day, 21 Feb					£595	£695
SEM Training Full Day, 21 Feb					£895	£995
IDM Digital Marketing Strategy, 22 Feb, 14:30-16:30					£295	£295
IDM Maximise Opportunities, 22 Feb, 14:30-16:30					£295	£295
Strategies & Research Breakfast, 22 Feb, 8-9:15					£95	£125
Content Strategy Tactics & Best Practices Breakfast, 23 Feb, 8-9:15					£95	£125
Online Marketing Institute Day, 25 Feb					£249	£309

Prices do not include 20% VAT

Monday, 21 February Training

8:00-12:00pm	<input type="checkbox"/> Creating Social Media Strategies Using Audience Research	<input type="checkbox"/> Information Architecture
1:00-5:00pm	<input type="checkbox"/> Link Acquisition and Optimization	<input type="checkbox"/> Google AdWords Tactics to Improve Your ROI

 ☐ Search Engine Watch Membership: 1 Year - £199

☐ Yes, I would like to receive SearchDay

☐ Yes, I would like to receive ClickZ Experts Today

YOUR INFORMATION

Name: _____

Corporate Title: _____

Company Name: _____

Street Address: _____

City: _____ State/Prov: _____

Zip/Postal Code: _____ Country: _____

Tel: _____ Fax: _____

E-mail Address: _____

Incisive Interactive Marketing LLC reserves the right to make changes to the events program. Unforeseen circumstances may result in the substitution of a presentation, topic or speaker. You consent to the Incisive Interactive Marketing LLC recording and/or photographing the event and using such items, including your likeness, in future promotions. Incisive Interactive Marketing LLC reserves the right to reject or rescind any registration and return any fees accordingly. Registrant assumes all risks incidental to participation in all event activities, including loss or damage to property. Incisive Interactive Marketing LLC's total liability shall be limited to the amount of fees received, if any from a particular registrant.

QUESTIONNAIRE

- In what industry do you work? (circle one only)
 - Advertising/Marketing/Public Relations
 - Consumer Package Goods
 - Banking / Finance / Insurance
 - Healthcare
 - Manufacturing
 - Media
 - Professional Services
 - Publishing
 - Real Estate
 - Retail
 - Telecommunications
 - Travel Hospitality
 - Other (please specify) _____
- What is your primary job function? (circle one only)
 - Corporate Management (CEO/President/General Management)
 - Marketing Management
 - Web Development/Designs
 - Sales Management
- What is your role in your organization? (circle one only)
 - Consultant
 - Manager
 - Director
 - Vice President
 - C-Level/President/Owner/Executive
 - Other (please specify)
- How many people are employed at your company? (circle one only)
 - 10,000 +
 - 5,000 - 9,999
 - 1,000 - 4,999
 - 100 - 999
 - 50 - 99
 - 25 - 49
 - Fewer than 25
- What is your area of interest (circle all that apply)
 - Analytic Tools
 - Email Solutions & Services
 - Buying Online Media
 - SEO Software & Services
 - Paid Search
 - Content Creation Management Services
 - Ecommerce Services & Solutions
 - Social Media Services
 - Behavioral Marketing Services
 - Video Services
 - Mobile Solutions
 - Local Search
 - Enterprise Search
- What is your level of experience in Search Engine Marketing? (check one only)
 - None - I'm new to this
 - Elementary - I know the basics
 - Experienced
 - Advanced
- What is your role in your organization's purchase of search marketing tools and services? (circle one only)
 - Approve
 - Specify
 - Recommend
 - Research
 - I have no involvement in purchasing decisions
- What is your annual corporate marketing budget? (circle one only)
 - 50M +
 - 10M - 50M
 - 5M - 10M
 - 1M - 5M
 - 500k - 1M
 - 100k - 500k
 - Under 100k