

Powerhouse Social Media Keynote Panel To Rock PubCon Las Vegas 2010

PubCon, the premier search and social media conference and expo, has announced that its [PubCon Las Vegas 2010](#) event to be held on November 8 - 11 at the Las Vegas Convention Center will feature a powerhouse keynote panel consisting of Copyblogger founder Brian Clark, FutureWorks principal Brian Solis, New Marketing Labs president Chris Brogan, UnMarketing president Scott Stratten, and Sevans Strategy founder Sarah Evans.

PubCon's powerhouse keynote panel will augment a strong lineup of individual keynote speakers to be announced during the coming months, and will make PubCon Las Vegas 2010 the center of the search and social media universe, as Clark, Solis, Brogan, Stratten and Evans push the boundaries of social media success.

This all-star keynote panel, moderated by Digitas senior vice president of search strategy Melanie Mitchell, features five world-renowned search and social media innovators, each a heavy-hitter in the new media and marketing world, and all highly sought keynote speakers.

In 2006 Clark launched Copyblogger, a popular website focusing on writing for social media that boasts more than 100,000 subscribers and which has been heralded as a top industry blog by Technorati, Bloomberg BusinessWeek, U.K.'s Guardian newspaper, and others.

With more than 55,000 Twitter followers, Clark, a popular speaker at previous PubCon events, will offer his latest resources for achieving social media success.

Solis' vision helped lay the foundation on which today's social media has been built, and is the author of numerous popular books including his 2010 Wiley effort, "Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web."

Solis' Engage has received widespread praise from industry leaders, including Zappos chief executive Tony Hsieh, new media expert Guy Kawasaki, and Craigslist founder Craig Newmark, three former PubCon keynote speakers who have become fans of Solis, whose Twitter feed is followed by more than 59,000 people.

The keynote panel will also feature noted social media veteran Brogan, a New York Times and Wall Street Journal best-selling author whose recent books include "Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust" and "Social Media 101."

Brogan, who has more than 130,000 Twitter followers and who presented a fireside chat keynote with Kawasaki at PubCon South at Austin in 2009, will share his latest social media insights based on more than 11 years of success in the industry.

Stratten, who presented an insightful keynote during PubCon South at Dallas earlier this year, is an internationally-respected marketing expert who has successfully combined viral and social media with what he calls authentic marketing to form his unique UnMarketing strategy, which he will share during the PubCon keynote panel.

Featured in publications including The Wall Street Journal and USA Today, Stratten is one of the top influencers on Twitter with more than 60,000 followers, and his clients' viral marketing videos have been seen more than 60 million times, including one the National Football League's Chicago Bears cited as the team's biggest motivator as it made a bid for the Super Bowl.

Evans, a self-described "social media freak," has parlayed her social media success into numerous awards and accolades including Forbes' "14 Power Women to Follow on Twitter" and Vanity Fair's "America's Tweethearts."

Evans, who has been a guest writer for technology blog Mashable and who has more than 46,000 Twitter followers, will share her proven marketing ideas and strategies at PubCon.

"What's next in social media for PR? It's not the next big tool or application, it is developing industry best practices, standards and ways to deliver real results for clients," said Evans.

Join Clark, Solis, Brogan, Stratten and Evans on November 8 - 11, 2010 at the Las Vegas Convention Center for PubCon Las Vegas 2010.

PubCon registration and more information is available at www.pubcon.com

About PubCon

PubCon is a multi-track educational conference hosted by WebmasterWorld. PubCon events are for thought leaders and professionals Internet marketing, social media, search marketing and advertising to gather and to share best practices in the design, development, promotion and marketing of their Internet businesses and brands.

For more information about the conference, contact Brett Tabke at 512-231-8107 or brett at webmasterworld.com.

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For more details about sponsorship and exhibition opportunities, contact Strategic Marketing Director Joseph Morin at 512-231-8107 ext 104 or joe at webmasterworld.com