

PubCon Finalizes Session Grid For Dallas 2010 Search and Social Media Conference

Austin, TX March 31, 2010 -- PubCon South at Dallas, the premier search and social media conference and expo, has finalized its program of sessions for April 14 - 15, 2010, with a separate full day of training on tap the day before, April 13th, at the Richardson Conference and Civic Center, Dallas, Texas. The sessions bring together some of the top luminaries in the search and social media industries, and will make the event an international technology hotspot in April.

In addition, PubCon announced that social media firm UnMarketing's influential president and popular Twitter personality Scott Stratten will be a keynote speaker. Stratten 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.

Brett Tabke, PubCon's Organizer and WebmasterWorld CEO, said, "I look forward to welcoming attendees, speakers and exhibitors to our Dallas conference. We'll be bringing together many of the leading industry innovators in search engine and social media marketing, Web development, PPC advertising, Internet video, blogging and affiliate programs. It's going to be a great event! Register now to take advantage of the discounted pricing."

Tuesday, April 13 will feature a special pre-conference classic kickoff version of PubCon's legendary networking session, giving attendees a chance to meet with new friends and business contacts in a relaxed environment.

The grid of sessions includes four specialized session tracks each day, with themes on Wednesday, April 14 including "Search Engine Optimization (SEO) Organic Traffic Rocks," "Social Media Marketing," and tracks featuring in-depth talks and informative spotlights.

On Thursday, April 15 PubCon South at Dallas will feature tracks focused on Pay Per Click (PPC), SEO, social media topics, leading-edge emerging media, as well as a track dedicated to spotlight sessions.

Sessions featuring renowned speakers such as SEOmoz president Gillian Muessig, Rockstar Consultants founder Kenny Hyder, BootCampDigital chief executive Krista Neher, Majestic SEO managing director Dixon Jones and many others are on tap for PubCon South at Dallas.

Tuesday's, training and workshop program is being run by a team of experts. It includes Tim Ash, president and chief executive of SiteTuners.com, Michael Gray, president of Atlas Web Service, Joe Laratro, president of Tandem Interactive, Brian Massey, Conversion Scientist, Kate Morris, founder of Marketing Demons, and Carolyn Shelby, director of natural search at Cshel.com.

PubCon registration and more information is available at PubCon.com

About PubCon

PubCon is a multi-track educational conference hosted by WebmasterWorld. PubCon events are for thought leaders and Internet marketing, social media, search marketing and advertising professionals 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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