

## PubCon South at Dallas to Feature Keynote Address by UnMarketing President Scott Stratten

Austin, TX March 24, 2010 -- PubCon, the premier search and social media conference and expo, has announced that social media firm UnMarketing's influential president and popular Twitter personality Scott Stratten will present a keynote address during PubCon South at Dallas on April 13 - 15, 2010 at the Richardson Conference and Civic Center, Dallas, Texas.

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.

Featured in publications including The Wall Street Journal and USA Today, Stratten is one of the top influencers on Twitter with more than 51 thousand followers, and his clients' viral marketing videos have been seen more than 60 million times.

Brett Tabke, PubCon's organizer and chief executive of WebmasterWorld Inc., said, "Having Scott Stratten present a keynote address at PubCon is a perfect fit for PubCon, with his huge Twitter following and inspiring approach to social media marketing, he's certain to inspire and educate PubCon South at Dallas attendees."

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PubCon South at Dallas attendees will hear Stratten share some of the "Stop marketing. Start engaging." innovations that have propelled his rise to social media marketing success.

As the founder of Ontario-based UnMarketing, Stratten and his team have been responsible for numerous Web hits including "The Dash Movie," "The Time Movie," and the "I'm Breaking Up With The Leafs" video.

At the successful PubCon Las Vegas 2009 conference Stratten drew large audiences and high praise speaking about emerging media.

"I thought speaking on a panel at PubCon in Vegas was great, but I'm way too excited to be presenting a keynote during PubCon South at Dallas," Stratten said. "A smart audience who engage, enjoy and are fellow geeks? Bring it on!" Stratten added.

Register now to hear Stratten and other leading technology innovators deliver exciting and informative keynote speeches during PubCon South at Dallas, and take advantage of special Early Bird conference pass pricing available for a limited time.

PubCon registration and more information is available at <http://www.pubcon.com>.

PubCon South at Dallas will be held at the Richardson Conference and Civic Center, Dallas, Texas on April 13 - 15, 2010.

#### 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

In the U.K., contact Neil Marshall at 512-231-8107 ext 106 or engine at webmasterworld.com

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