

PubCon South at Dallas to Feature Keynote Address by Rob Snell

Austin, TX March 31, 2010 -- PubCon, the premier search and social media conference and expo, has announced that Internet business marketing firm Snell Brother Consulting's managing partner and noted speaker, Rob Snell, will present a keynote address during PubCon South at Dallas on April 13 - 15, 2010 at the Richardson Conference and Civic Center, Dallas, Texas.

PubCon founder Brett Tabke said, "Having Rob keynote at PubCon will be a fantastic experience for everyone at our Dallas conference." "Rob's talent and success in Web marketing and vast experience in selling online are going to make for a memorable PubCon keynote. I'm looking forward to hearing him speak," Tabke said.

For the past 13 years Snell has been a leader in selling through the Yahoo Store service, generating over \$10 million in Web sales for clients through his innovative marketing, skilled development and professional design work.

Snell has attracted legions of fans since the 2006 release of his popular Wiley Computer Publishing book, "Starting a Yahoo Business For Dummies," and through the success of Starkville, Mississippi-based Gun Dog Supply, a retailer of hunting dog supplies Snell co-owns that was started by his family in 1972.

In 2008 Snell testified before the United States Congress as an industry expert about search marketing's impact on small businesses.

In 2009 Snell gave a highly regarded keynote speech at the invitation of the Icelandic Trade Council in Reykjavik detailing how he used e-commerce to save and successfully grow his family's business.

The prospect of keynoting at PubCon South at Dallas was one Snell also looked forward to.

"Holy cow. I am so excited to be keynoting at PubCon South in Dallas," Snell said.

"PubCon is the show of the year for me -- it's the best Internet marketing conference because of who attends, who speaks, what they say, and how much they give away," Snell added.

"I love to meet at PubCon and swap secrets with some of the smartest retailers and Internet marketers on the planet," Snell said.

"Brett and the PubCon folks have always been so supportive. I got into SEO as a retailer way back in 1997. WebmasterWorld saved my tail many a time. My first PubCon was Orlando in 2004. Brett gave me my first search conference speaking opportunity when my Dummies book came out in 2006, and I've been there ever since. Last year, I did three sessions for e-commerce folks at the Vegas show. And then I get this phone call..." Snell said.

"It's an honor, and the highlight of my speaking career, to get to keynote at PubCon South. I guarantee you I'm going to leave it all on the floor. You'll get your money's worth," Snell added.

Snell's practical online marketing practices have helped spur tremendous growth for many of those that have implemented his sound e-commerce ideas, and all

PubCon South at Dallas attendees are certain to benefit from his keynote presentation.

Register now to hear Snell and other leading technology innovators including Scott Stratten 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 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
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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