

29 April 2010, Thursday

6.30 – 9.00pm

MIS Executive Club

(51 Anson Road, #03-53 Anson Centre, Singapore 079904)

Fees: MIS Member - \$20,

Non Member - \$35,

MIS Students - Complimentary

(Light dinner will be provided)

Guru  
Talk  
Marketing

# Optimising your search engine rankings

for increased traffic, leads and business

In-depth presentation on the website factors that determine the critical search engine rankings for a website. As with any marketing activity there is no single solution so the different strategic approaches for new, old, small, and large websites will be detailed along with the increasing importance of social media as a channel which assists in improving search engine rankings.



## ABOUT THE SPEAKER



Ken McEwan is the driving force behind the MediaCo activities in South East Asia. Based in Singapore since September 2009, he has a wide-ranging knowledge of Internet marketing, applications and development.

Previously Director of Operations in the UK, he is recognized as an expert in the field of online marketing and is often called upon to speak at high-level events. Ken has a post graduate qualification and 1st class Honours degree in mechanical engineering and his career started with the development of complex computer models to represent real-life events such as car crashes.

His interest in the internet further developed over the years with the main focus being the fields of search engine optimization and online marketing.

Prior to MediaCo, Ken ran a website hosting company specializing in non-standard applications. This varied background gives him a unique insight in to both the technical and marketing requirements to deliver successful online marketing campaigns.

PROGRAMME HIGHLIGHTS | 6.30 – 7.30PM REGISTRATION & NETWORKING (LIGHT DINNER WILL BE PROVIDED) | 7.30 – 8.30PM PRESENTATION TALK | 8.30 – 9.00PM Q&A SESSION

**mis**  
MARKETING  
INSTITUTE OF  
SINGAPORE

**The National  
Body for Sales  
and Marketing**

RSVP  
**28 April 2010**

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WEBSITE  
**www.i-marketer.org/happen**

Seats available on a first-come, first-served basis. Payment must be received prior to confirmation of your seat. Please make your cheque payable to "Marketing Institute of Singapore".