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9.00 - 9.15 Auditorium 2 - First time attendees meet and greet, learn how to get the most out of your visit!

Auditorium 1	Auditorium 2	Syndicate 1 & 2
Moderator: **CLAIRE CARLILE**	Moderator: **JACK CHAMBERS**	Moderator: **JONATHAN MOORE**
9.30 **EEAT AND CONTENT**	9.30 **LINK BUILDING & PR**	9.30 **PRACTICAL TECH SEO**
Jarno van Driel - Does structured data markup influence EEAT? **Emma-Elizabeth Byrne** - Fake EEAT until you make EEAT **Ray Saddiq** - How multi-channel content captures cntent & EEAT signals to drive growth	**Abi Bennetts** - Using PR tactics to build links to commercial pages **Katie Storey** - Newsjack your way to better backlinks **Greg Bortkiewicz & Tanya Kant** - CheatGPT? Generative text AI use in UK PR and communications	**Koen Leemans** - Accelerating results with SEO A/B testing & Edge SEO **Jan Caerels** - Advanced SEO techniques with .htaccess **Rasida Begum** - Unlocking revenue potential: calculating SEO opportunities through a technical lens
10.40 BREAK	10.40 BREAK	10.40 BREAK
11.10 **SEO AND CONTENT EFFICIENCY**	11.10 **AI AND TRUST**	11.10 **SOCIAL MEDIA STRATEGIES FOR GROWTH**
Sarah Pokorna - Mindset-based targeting - achieving 5x more with 5x less content **Carl Poxon** - Using content clusters for human-centric conversions **Eoin O'Neill** - Does Google AI think your content is helpful?	**Laura McInley** - Snake, meet tail: understanding consumer concerns about AI **Ryan Law** - Everything your boss wants to know about AI search **Madeleine Lambert** - How Google is treating AI generated content	**Holly Newman** - Scaling your business with organic Instagram strategies **Crystal Nyarko Asiedu** - The magic of social media - building a crystal clear approach **Jon Mowat** - How to dominate social search with video
12.20 LUNCH BREAK	12.20 LUNCH BREAK	12.20 LUNCH BREAK
Moderator: **BECKY SIMMS**	Moderator: **SARAH MCDOWELL**	Moderator: **ANNA CORBETT**
13.40 **ARCHITECTURE, STRUCTURE AND LINKING**	13.40 **GOOGLE IN 2025**	13.40 **IMPACT**
Silvia Martin - Crafting tailored winning internal linking strategies **Martin Splitt** - Rendering - what, how, why? **Oluwatobi Folasade Balogun** - Maximising content efficiency with minimal environmental impact	**Ehab Aboud** - Local SEO for real people: 20 hard-hitting (and hilarious) audit lessons **Baruch Toledano** - LLMs vs Google: what search and engagement data tells SEOs **Jon Earnshaw** - Beyond AI: How to own the SERP in 2025 with FAST content	**James Perrott** - SEO gets you found, CRO gets you chosen: why every brand must do both **Paweł Sokołowski** - How to fast adopt and build authority for AI **Oliver Brett** - How to avoid embarrassing yourself when discussing SEO data
14.50 BREAK	14.50 BREAK	14.50 BREAK
15.20 **AI AND USER EXPERIENCE**	15.20 **GROWTH & SUCCESS**	15.20 **TACTICAL SEO**
Itasoha Akhibi - The convergence of AI and UX: transforming user engagement and SEO strategies **Collette Masso del Llano** - Is AI having a negative effect on your SEO and customer trust? **Ray Grieselhuber** - Exploring relationships between AI answer engines and organic SERPs	**Emily Barrington** - Leveraging competitor research to accelerate success **Ninsiima Rukandema** - The power of experimentation for user-centric growth **David Kaufmann** - Chess.com, from 0 to +30M organic visits/month and +150M$/year thanks to SEO	**Nikolaj Mogensen** - Winning free listings through feed optimisation **Rasa Sosnovskytė** - 3 SEO hacks SaaS companies can implement today **Harshal Shah** - Future-proofing link building in the age of SearchGPT
16.30 BREAK	16.30 BREAK	16.30 BREAK
16.50 **AI AND THE FUTURE OF SEO**	16.50 **CUSTOMER BEHAVIOUR**	16.50 **THE POWER OF DATA IN SEO**
Metehan Yesilyurt - Generative AI & GEO: the new SEO race and how to win **Veronika Höller** - Beyond Google: redefining SEO for AI-powered tools **Gareth Simpson** - How knowledge science is shaping the future of search & discoverability	**Alvin Gunputh** - How social media impacts consumer behaviour **Lottie Namakando** - Why optimising for CTR is damaging your performance **Alex Moss** - Beyond blue links: the evolution of search intent and discoverability	**Eyüp Alikilic** - Beyond the basics: the real value of GSC data in BigQuery **Sante J Achille** - Unlocking advanced keyword analysis with ML and NLP **Russell McAthy** - Your marketing data is broken: here's 3 ways to fix it!
18.00 FINISH	18.00 FINISH	18.00 FINISH

Thursday Agenda

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9.00 - 9.15 Auditorium 2 - First time attendees meet and greet, learn how to get the most out of your visit!

Skyline ✳ Lumar Stage

Moderator: **LILLA DORY**

9.30 BUILDING A WINNING TEAM

Ade Holder - What being in a rock band can tell us about real world SEO
Jessica Redman - The case for an SEO regulatory body
Louise Helyer - Why no-one cares about your job advert

10.40 BREAK

11.10 TECHNICAL SEO AND WEBSITE PERFORMANCE

Joshua Clare-Flagg - Don't be blinded by the lighthouse: shift focus to CWV and RUM
Will Kennard - JavaScript & SEO in 2025: what technical SEOs need to know
Joao Filipe Pereira - Predicting core web vitals impact using Google Sheets

12.20 LUNCH BREAK

Moderator: **LILLA DORY**

13.40 AI AND AUTOMATION IN MARKETING

Lee Macklin - From fear to fearless: breaking the code barrier with AI
Imogen Groome - Scaling UGC with AI: populate product pages with REAL reviews
Samanyou Garg - SEO in 2025: when AI agents take over

14.50 BREAK

15.20 MEASUREMENT AND TRACKING

Kyle Rushton McGregor - Google Tag Manager tips that will elevate your analytics game
Bengü Sarıca Dinçer: Custom event tracking in GA4 for SaaS
Mira Rodrigues - Privacy centric measurement: how to navigate cookies, consent & craziness

16.30 BREAK

16.50 CRAWLING AND SCRAPING

Daniel Foley Carter - Query Counting for SEO - Why you need to be paying attention!
Guillaume Pitel - The experience of crawling the web from a full scale crawler's point of view
Zsófia Somogyi: How data scraping helped my clients and saved my sanity

18.00 FINISH

SYNDICATE 3&4 – HERO CONF

Moderator: **HANA MONTGOMERY**

9.30 ADVANCED SOCIAL ADVERTISING

Bianca Bergshoeff - From insights to impact: using Meta's API to elevate campaign performance
Kieran Delpech - Strategic paid social funnels: from startup budgets to enterprise scaling
Sally Hawkesford - Is the secret to paid social ad success hidden in your organic social content?

10.40 BREAK

11.10 ADVANCED PPC TECHNIQUES

Duane Brown - Google ads audits for ecom: you're lighting money on fire!
Sophie Logan - Taking your PPC account management skills from average to awesome
Rob Warner - The science of negative keywords: AI strategies to eliminate waste

12.20 LUNCH BREAK

Moderator: **CHRIS RIDLEY**

13.40 PPC & DATA

Abbie Poots - Optimising conversion tracking for PPC in a privacy-first world
Lars Maat - BigQuery & PPC: deeper insights into your campaign data
Andrea Atzori - Creativity meets data: Rethinking the art of performance marketing

14.50 BREAK

15.20 THE CHANGING LANDSCAPE OF PAID SEARCH

Serge Nguele - Smarter search strategies: diversifying ad platforms in the age of AI
Salome Joia - The evolving role of the paid media specialist: strategist, analyst and creative partner
Matz Kumani - Best practices to boost conversions with performance max

16.30 BREAK

16.50 MEASURING ADVERTISING

Gopika Shah - Leveraging lead generation through Meta Ads
Rebecca Meekings-Gilbert - The social search surge: how social media is revolutionising search & discovery
Dani Mansfield - Google won't save you: The rise of AI bot traffic & what to do about it

18.00 FINISH

MASS MEDIA – HERO CONF

Moderator: **SARAH CLARKE**

9.30 GOOGLE ADS STRATEGIES

Chris Ridley - Stop paying twice: how to eliminate search cannibalisation and maximise ROI
Hannah Zora Strong - Shop local: utilising Google Ads to grow your local business
Andy Goodwin - Does paid search strategy exist? And if so, what is it?

10.40 BREAK

11.10 ADVANCED SHOPPING ADS

Ingmar Albert - Dominating Google Shopping Ads with your own CSS
Holly Kelly - Increasing Shopping Ads visibility through feed optimisation
Lucy Norris - Unlocking the full potential of live shopping

12.20 LUNCH BREAK

Moderator: **LIAM WADE**

13.40 SOCIAL MEDIA ADVERTISING MASTERY

Mehtab Ahmed - Mastering data-driven social media campaigns: a tactical guide
Sophie Pease-Watkin - From trends to triumph: fuelling high-impact social campaigns
Maninder Paul - Cracking the LinkedIn Lead Gen code: Go beyond just collecting emails

14.50 BREAK

15.20 PAID SEARCH ESSENTIALS

David Peranic - Scaling Pmax while keeping tROAS 50
Krzysztof Marzec - Let's go back to keywords
Ben Wood - Beyond automation: the role of human creativity in AI advertising

16.30 BREAK

16.50 PAID SEARCH SUCCESS

Charlotte Osborne - Mastering ad group segmentation for paid search success
Amy Stamper - The truth hurts: breaking free from misleading ad results with 1PD measurement
Jonny Giddens - The hidden threat draining your PPC budget – ad hijacking & impersonation fraud

18.00 FINISH

Friday Agenda

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AlsoAsked

9.00 - 9.15 Auditorium 2 - First time attendees meet and greet, learn how to get the most out of your visit!

Auditorium 1

Moderator: **DOM WOODMAN**

9.30 IS SEO DEAD OR DYING?

Marcus Tober - The new world of AI optimisation and how it differs from SEO

Alexandre Hoffmann - Search (Engine) Optimisation: should we drop the "E"?

Jeremy McDonald - Automation, APIs & AI: the death and reinvention of SEO

10.40 BREAK

11.10 WHAT DOES GOOGLE WANT?

Clive Loseby - Google is blind, what this means for you in 2025

Liam Cumber - What the f**k is alt-text, and how do you write it?

Mark Williams-Cook - Improve your SEO with video games and exploits

12.20 LUNCH BREAK

Moderator: **BECKY SIMMS**

13.40 THE FUTURE OF SEARCH

Folashade Uba - From reactive to predictive: using machine learning to anticipate customer search behaviour

Tom Vaughton - The only 4 SEO strategies you'll EVER need

Josh Blyskal - We analysed 10,000,000 AI search results: here's what we found

14.50 BREAK

15.20 THE HUMAN SIDE OF SEO

Megan Roberts - Human-centric SEO - Putting people before the search engine

Akash J Hashmi - Have SEOs ruined the internet? - user awareness of SEO in 2025

Amanda Walls - Reimagining EEAT: Using ethos, pathos and logos to boost SEO campaigns

Auditorium 2

Moderator: **SARAH MCDOWELL**

9.30 TIME SAVING TECHNIQUES

Victoria Roscow - Save months of work using programmatic SEO to create landing pages

Ivan Slobodin - Brand-compliant, SEO-optimised AI copy at scale

Oliver Yee - SEO without bottlenecks: how AI transformed New Look's search strategy

10.40 BREAK

11.10 DIGITAL PR

Nikki Snell - Scale up your press coverage with product photography hacks

Tamara Novitovića - Redefining link value: impact scores and hybrid tactics that deliver

Matt Cayless - How digital authority PR is redefining brand influence

12.20 LUNCH BREAK

Moderator: **TAZMIN SULEMAN**

13.40 CONTENT STRATEGY AND CREATION

Marco Giordano - How to do content auditing with SEO/web data for small & big websites

Rana Abu Quba Chamsi, PhD - Mastering cross-platform content strategy

Giulia Panozzo - Man vs machine: can we actually tell the difference?

14.50 BREAK

15.20 WORKFLOW EFFICIENCY AND AUTOMATION

Jonathon Roberts - How to use ChatGPT to harness Google APIs

Greg Gifford - An insider guide to Google Sheets for SEO

Emina Demiri - Scaling AI on a budget

Syndicate 1 & 2

Moderator: **LEE MACKLIN**

9.30 INFLUENCER & SOCIAL

Alex Ighalo - Data-driven influencer marketing for unsexy brands

Ashley Liddell - How social search is shaping discoverability

Zaira Céspedes - Rethink your content strategy by using social data to guide your SEO

10.40 BREAK

11.10 ECOMMERCE AND PRODUCT PAGE OPTIMIZATION

Gabi Troxler - Click → Ka-ching! Product pages that rank & convert

Al Ward - SEO for headless commerce

Kieran Wright - Fuelling the ecommerce growth engine: reporting that drives smarter decisions

12.20 LUNCH BREAK

Moderator: **ELLIE HALE**

13.40 DEMONSTRATING VALUE

Kazushi Nagayama - Data driven SEO: a framework based approach

Danny Blackburn - How to fight giants: SEO secrets for challenger brands

John Readman - Connecting cross channel data and using AI to build a case for more SEO investment

14.50 BREAK

15.20 GA4

Nicole Storey - Leveraging GA4 data to power your website CRO testing strategy

Anna Lewis - The ultimate GA4 audit

Priya Verma - GA4 app analytics Google won't tell you about

16.30 BREAK

16.50 KEYNOTE IN AUDITORIUM 1: LILY RAY- THE SEO LIFECYCLE: LESSONS FROM THE PAST, STRATEGIES FOR THE FUTURE

17.50 FINISH

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Skyline ❋ Lumar Stage	SYNDICATE 3&4 – HERO CONF	MASS MEDIA – HERO CONF
Moderator: **ODETTE COLEBROOK**	Moderator: **SOPHIE LOGAN**	Moderator: **AMY STAMPER**
9.30 **INTERNATIONAL SEO & HREFLANG**	9.30 **BEYOND GOOGLE: ALTERNATIVE PLATFORMS AND STRATEGIES**	9.30 **BETTER AD CREATIVES**
Nick Samuel - XML + Hreflang: A practical guide for large ecommerce sites **Pontus Vippelius** - Momentum: how publishing and updating frequency impact SEO **Serge Bezborodov**- Internal linking: a practical approach for big websites	**Sveva Coltellacci** - Building high quality lead gen using LinkedIn ads **Mark Meijs** - AI & automation tactics for Amazon Ads **Nate Burke** - Unlocking success in 2025 with Microsoft Advertising	**Felix Beilharz** - What are you looking at? Creating better ads through eye tracking studies **Paolo Santanicchia** - Ad-diction method: create psychology-based ads that convert **Lijun Hou** - Supercharge your campaigns (and life!) diving into client industries
10.40 **BREAK**	10.40 **BREAK**	10.40 **BREAK**
11.10 **SUCCESS AND PRODUCTIVITY**	11.10 **BREAKING DOWN SILOS**	11.10 **PAID SOCIAL STRATEGIES**
Anthony M. Amos Mangiacotti - Tecno stress: Navigating the impact of technology on our lives **Amber Shand** -Turning setbacks into opportunities **Tazmin Suleman** - Burn bright, not out: how to succeed on your terms	**Sarah Clarke** - Data isolation vs integration: the future of effective media planning and strategy **Ellie Connor** - Leveraging PPC and SEO collaboration for winning search strategies **Kat Sale** - Mistakes affecting paid performance - and your job!	**Sukhjeet Singh** - More revenue: your perfect meta ads campaign in 2025 **Simran Harichand** - Why your paid social is crap - and how to fix it **Ebony Michelle Douglas** - Using AI to reimagine effective paid campaigns
12.20 **LUNCH BREAK**	12.20 **LUNCH BREAK**	12.20 **LUNCH BREAK**
Moderator: **ODETTE COLEBROOK**	Moderator: **ABBIE POOTS**	Moderator: **JOE COMOTTO**
13.40 **ECOMMERCE SEO**	13.40 **GOOGLE ADS AND INCREMENTALITY**	13.40 **FUTURE OF ADVERTISING**
Eleni Tarantou - From code to clicks: onboarding developers to SEO for ecommerce success **Medha Dixit** - Schema or snake oil? Debunking myths and revealing the impact on ecommerce rankings **Steve Paine** - Travel ecommerce - trending products and leading SEO	**Liam Wade** - Demystifying incrementality for paid media and beyond **Marcel Smal** - Incrementality testing: more important and more accessible than ever **Clinton Koola** - Bridging the gap: UX improvements and the incremental value of google ads	**Sophie Fell** - Is paid search as we once knew it dying? **Marouscha Dorenbos** - Maximise ecommerce PPC success with actionable CRO strategies **Ladipo Fagbola PhD** - Unlocking the power of amazon video ads: data-driven, scalable, and effective solutions
14.50 **BREAK**	14.50 **BREAK**	14.50 **BREAK**
15.20 **TECHNICAL SEO DEEP DIVES**	15.20 **ADVANCED GOOGLE ADS TECHNIQUES**	15.20 **SCIENCE OF PPC**
Frank van Dijk - The untapped power of vector embeddings **Chris Lever** - Unlocking SEO wins with Cloudflare workers: no devs required! **Anna Morrish** - Content cleanup: finding and fixing your SEO deadweight	**Inderpaul Rai** - Stop guessing, start winning: predicting winning products with PMax & Search **Dez Calton** - Advanced targeting strategies with Google demand generation ads **Gokce Yesilbas** - Strategies for multilanguage ad copy optimisation with LLMs	**Igor Ivitskiy** - A scientist's approach to PPC optimisation **Sylwia Lysakowska-Lombari** - The science behind Google Ads Quality Score **Mitch Richards** - Tracking marketing spend: prove SEO & PPC drive revenue

16.30	BREAK
16.50	**KEYNOTE IN AUDITORIUM 1:** LILY RAY- THE SEO LIFECYCLE: LESSONS FROM THE PAST, STRATEGIES FOR THE FUTURE
17.50	FINISH

9.00 - 9.15 Auditorium 2 - First time attendees meet and greet, learn how to get the most out of your visit!

Thursday	Friday
Masterclasses - Meeting Room 15	**Masterclasses - Meeting Room 15**
9.30 AI FOR THE TEAM OF ONE: SIMPLIFYING AI WITHOUT THE BURNOUT	9.30 HOW TO READ AND INTERPRET WEB PERFORMANCE DATA
with **Maninder Paul**	with **Aymen Loukil**
10.40 BREAK	10.40 BREAK
11.10 PROACTIVELY MANAGE NEGATIVE KEYWORDS FOR EFFICIENT GA PERFORMANCE	11.10 FUNDAMENTALS OF NEUROMARKETING FOR BRANDS
with **Dez Calton**	with **Giulia Panozzo**
12.20 LUNCH BREAK	12.20 LUNCH BREAK
13.40 WHO ARE YOU AND WHY SHOULD I CARE? BUILDING YOUR PERSONAL BRAND IN 2025	13.40 BEYOND ROADMAPS: CREATING A TRUE STRATEGY AND GETTING MANAGEMENT BUY-IN
with **Katie Thompson**	with **Dave Cousin**
14.50 BREAK	14.50 BREAK
15.20 OPTIMISING ECOMMERCE SEO FOR SHOPIFY SUCCESS	15.20 HOW BRAND AUTHORITY SHAPES SEARCH, SOCIAL & INFLUENCE
with **Ian Ferguson**	with **Beth Nunnington & Steve Clarkson**
16.30 BREAK	16.30 BREAK
16.50 ADVANCED LOG FILE ANALYSIS	16.50 KEYNOTE IN AUDITORIUM 1: LILY RAY- THE SEO LIFECYCLE: LESSONS FROM THE PAST, STRATEGIES FOR THE FUTURE
with **Julien Deneuville**	
18.00 FINISH	18.00 FINISH