



the INBOUNDER Global 2016 Conference

The event speaks for itself, but we've made it way easier

THURSDAY, MAY 19

9:00 - 9:15



Xosé Castro

Welcome to The Inbounder

9:15 - 10:00



Marcus Tandler

Co-Founder & General Manager of OnPage.org

Welcome to Reality

A #SlideStorm is brewing up at The Inbounder! Thanks to Marcus Tandler we will learn what's next in Search & SEO in an entertaining rapid fire presentation with hundreds of slides.

10:00 - 10:45



Félix Muñoz

Marketing & Communications
Consultant

A content management model for Brands struggling in the Digital World

How to obtain a consistent Brand communication, which is effective in a world full of noise and able to create a strong bond between the brand and its customers? Felix Munoz will give us a 100% management model applicable and practical.

10:45 - 11:15



Fernando Macià

Director of Human Level

Customer journey analysis and search scenarios

SEO is not anymore about rankings. SEO, instead, must be able to correctly identify the needs expressed by the search intent of a user, the decision-making processes and the most common search scenarios amongst niches. Only doing so, we can create the right content for earning organic visibility and convert

11:15 - 11:45

Coffee Break by Cafento

11:45 - 12:15



Valentina Falcinelli
CEO of Pennamontata

Content Design. How to win the skimming test

Learn how to meet the users' needs with clear, useful and beautiful content design

THURSDAY, MAY 19



12:15 - 12:45



Gemma Muñoz
Web Analyst of Arte de Medir

Evolve or Die (all evolution is born from disobedience)

In a world where Data are on hype, we must revolutionize the way we do analysis and adapt to what has and will come. Data must be the asset that business companies must rely on to grow and evolve. The Data Analysis revolution is underway.

12:45 - 13:15



Jennifer Sable López
Senior Director of Community

Building a High Performance Community Team

13:15 - 14:00



Will Critchlow
CEO and Founder of Distilled

Emerging Trends in Web Marketing

14:00 - 15:45

Lunch (free time)

15:45 - 16:30



Wil Reynolds
CEO of Seer

Go where the users are, building a holistic SERP strategy

Starting with a very personal example, Wil Reynolds talk about how to build a content strategy based on where users are and on the devices they are using and move into how you can build your content strategy by looking at the SERP in a new way.

16:30 - 17:15



Bas van den Beld
Online Marketing at
State of Search

How to create the right content at the right time to the right audience

A lot of content is just there because we think we need to create content. But every piece of content should have a purpose. In this talk, Bas will show you exactly how the right content can work for you and how to create it. The right content can make your audience move instead of just consume. Bas will also share practical tips on creating the content using tools and hacks!

17:15 - 17:45

Coffee Break by Cafento

17:45 - 18:15



Ricardo Tayar
Founding Partner of Flat 101

Ecommerce in Spain and its conversion's keypoints: 10 quick wins

Ricardo will show us how, based on more than 200 ecommerce Spanish website data collected between 2014 and 2015, we can draw insights and gain knowledge about how the conversion and drivers in the Spanish ecommerce works, and what are their differences with the Anglo-Saxon world. A tour about common conversion drivers in Spain and other more specific drivers of vertical models.

18:15 - 19:00



Kieran Flanagan
VP Marketing Hubspot

Lessons Learnt from Building a Growth Team for Inbound Marketing

In 2015 we started a growth team who were set a challenge, find ways to deliver a greater return from some of our best performing inbound channels. This presentation will go through how we approached that challenge, the growth team we created and real results from initiatives they've implemented.

19:00 - 21:00

After Work - Beer Time by Heineken

FRIDAY,
MAY 20



9:00 - 9:45



Joanna Lord
VP of Marketing at Porch

The business of building a Brand

It's more important than ever before to build a brand that your consumers love and support. Joanna will walk through a framework for positioning, differentiating, sharing and building your brand. She'll leave you with tactics on how to leverage your customers, team and community to tell your brand story and drive growth.

9:45 - 10:15



Paolo Zanzottera
Founder of Bizonweb

An App Story

Paolo Zanzottera will present us the case history of how he was able to bring to success an APP thanks to the combined use of ASO, SEO and Inbound Marketing techniques.

10:15 - 10:45



Joantxo Llantada
Mkt & innovation Coordinator

Humans, the last boundary of marketing

10:45 - 11:15



Richard Millington
Founder of FeverBee

The Dark Art of Mass Persuasion getting your members to do what you want

There is a wicked myth that's crept in from laptop screens, through your eye-sockets, and into your mental belief systems. As Richard Millington will explain, this is a tragic myth. You only benefit if you can change their long-term behavior. During this talk, Millington will explain what drives long-term behavior and how we can use the dark arts of persuasion to get our members to do what we need them to do.

11:15 - 11:45

Coffee Break by Cafento

11:45 - 12:15



Barbara Mackey
Senior Web Analyst

Onsite search: empathy in the fashion world

12:15 - 12:45



Samantha Noble
Marketing Director
at Koozai

Dominating the Paid Media Universe

In this session, we will look at the different stages of the funnel and the tools and techniques you should be using in order to capture and engage with your audiences along the way. This will be a session that is packed full of takeaways that you can implement in your paid marketing campaigns immediately!

12:45 - 13:15



Lisa Myers
Founder and CEO
of Verve Search

Go big or go home. Successful content marketing for SEO

In the current content marketing landscape, quality is increasingly being sacrificed for the sake of quantity, to the point where the few shiny apples that exist often get lost amongst all the rotten ones. In January 2015, Lisa put her money where her mouth is and closed down her content team, and in doing so won 9 awards for SEO and Content Marketing in that same year. Lisa will be going through some of her agency's creative campaigns and sharing with you the strategy of how they achieved the impressive results they did - it might not be what you think...

13:15 - 13:45



Nathalie Nahai
Web Psychologist

Web Psychology: The science of online persuasion

We like to think that we're rational, but in reality most of the decisions we make happen subconsciously. Whether on- or offline, we're constantly exposed to a barrage of factors that influence our daily decisions and behaviors. In this presentation, you'll find out how these influences work and how to leverage the brain's primal, emotional and rational systems to engage your customers more persuasively. We'll explore top tips on how to use specific online persuasion techniques, both in your websites and marketing, and you'll come away with a solid grounding in the basic principles of web psychology.

FRIDAY, MAY 20



13:45 - 15:30

LUNCH (free time)

15:30 - 16:00



Clara Ávila
Content Manager Save The Children

Digital Activism: when people's voice change realities

16:00 - 16:45



Aleyda Solís
SEO Consultant

Competitive SEO Analysis: How to identify opportunities and win your competitors.

Aleyda will share steps, method, tips and tools, which will allow you to identify content, popularity and technical optimization opportunities to work on for establishing a winning SEO strategy using your competitors' data.

16:45 - 17:15

Coffee Break by Cafento

17:15 - 17:45



Gianluca Fiorelli
SEO Consultant

Deconstructing Google: practical insights of its patents

17:45 - 18:30



Rand Fishkin
Founder of Moz

Fight Back Against Back

Web marketers have never faced a more dangerous time to have their visitors hit that "back" button. Facebook, Google, and even Twitter are measuring engagement and punishing the sites and brands that lose too much of their audience to an "I'm outta here" click. We've moved from a world where conversion rate optimization happens only in the purchase funnel to one where converting from a 5-second visitor to a 45-second, more engaged visitor who leaves with an answer is hugely important. In this presentation, Rand will show how Google's Rankbrain, Facebook's engagement algorithms, and other platforms' metrics are transforming this landscape and what web marketers can do to fight back.

18:45 - 19:00

The End! See you in 2017

19:10

After Work - Beer Time by Heineken

23:30

Closing Party (Umbracle)