

Farhad Divecha Speaks At Ad:Tech London '06

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Press release from: [Accuracast](#)

London,UK - Farhad Divecha will be speaking at Ad:Tech London on 27 September 2006.

Ad:Tech is the premier event for advertising and marketing companies to showcase their services to leaders in industry and others in their field. This year, the show will be held in London's Kensington Olympia on the 27 and 28 of September.

* Register for Ad:Tech London 2006

The seminar session conducted by AccuraCast will feature Farhad Divecha talking about Search Engine Marketing 3.0 : Maximising future profits. The session will provide an informative overview of the evolution of search engine marketing, and how effective implementation of a complete search engine marketing strategy can maximise profits in the future. Topics covered will be:

- * Future digital marketing channels
- * Cutting costs and increasing campaign reach
- * Case Study: World Cup tickets advertised at just 7p per click
- * Ethical search engine optimisation (SEO)
- * Case Study: #1 on Google in the property search market
- * Beyond PPC and SEO
- * Q&A

More details on the seminar time table, Farhad's session timing and AccuraCast's stall (#73) at the exhibition can be found by clicking on the link below.

* Ad:Tech London 2006 seminar schedule

About AccuraCast:

AccuraCast is London's leading search engine marketing agency, providing search engine optimisation, online advertising, email marketing and website development services to businesses throughout the UK and Europe. Based in North London, AccuraCast has successfully implemented bespoke search engine marketing campaigns for customers throughout the world, in more than 7 languages.

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Search Engine Optimization

[You can find this press release here](#)