

Global SEM advice from Nokia at the International Search Summit

Date: 02-04-2010 10:31 AM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Web Certain](#)



Nokia's Digital Media Strategy Manager, Steve Capone, is to speak on Global SEM at the International Search Summit in London in May. He will be looking at "How to run a Global SEM Business": analysing different models for running international search campaigns and demonstrating how to effectively target a global audience.

This will be the sixth International Search Summit and is taking place on 13th May, 2010 at The Barbican in London. It will cover some of the recent developments in international search marketing including mobile search, video optimisation and Twitter.

Andy Atkins-Krüger, Managing Director of WebCertain says, "Nokia is a huge global brand with a big online presence internationally. We are thrilled that Steve will speak at the Summit as his knowledge of search coupled with Nokia's experience of running international campaigns will provide delegates with fantastic insight and valuable information to take back to their own organisations".

Speakers confirmed for the International Search Summit include European Search expert Bas van den Beld, Anne Kennedy, an international speaker on all things search and Andy Atkins-Krüger, Managing Director of WebCertain and a multilingual search specialist. Further speakers are expected to be confirmed in the coming weeks.

Previous events have covered a range of international SEO, PPC and Social Media topics and speakers have included Microsoft, Yandex, Bebo, Nielsen Online, guardian.co.uk, Plaxo, Eniro, Majestic SEO and Xerox.

More information about past events can be found at www.internationalsearchsummit.com.

Tickets for the one day event are available until February 28th 2010.

About The International Search Summit

The International Search Summit is a series of conferences dedicated to international and multilingual search marketing. It started in London in May 2008 and has covered a range of online marketing topics – SEO, PPC, Online PR and Social Media. The conference brings together some of the leading search marketing experts from around the globe, who provide advice on running successful international campaigns.

The International Search Summit is run by WebCertain, a multilingual search marketing agency. Operating from just one location, WebCertain's team of native speakers from around the globe works together to create bespoke multilingual online campaigns for its clients.

Combining local cultural and linguistic knowledge with search marketing expertise leads to accurate, effective, relevant campaigns which are guaranteed to improve online performance.

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