

Programme

Stage 1

Stage 2

8.30 – 9.30 | Breakfast & check-in

9.30 – 9.35 | Welcome

9.35 – 10.20 | **Mathias Hillerup, s360**
What you need to do to win in paid and organic

9.35 – 10.20 | **Alex Moss, Yoast**
Data Integrity and its role in Search today

10.20 – 10.30 | Short break

10.30 – 11.15 | **Anders Lynggaard-Poulsen, Google**
The Future of Search: How Google Search is evolving

10.30 – 11.15 | **Lazarina Stoy**
Context (not Content) is King in AI Search

11.15 – 11.30 | Short break

11.30 – 12.15 | **Bjørn Darko, Swiss Marketplace Group**
Product-Led SEO: How Marketplaces Build Scalable Organic Growth in the Age of AI

11.30 – 12.15 | **Ramial Aqeel, PPC Freelancer**
Why Small Budget PPC Accounts Fail (And What To Do Differently)

12.15 – 13.00 | Lunch break

13:00 – 13:45 | **Nikolaj Mogensen, s360**
GEO – A Practical Guide to bring Generative Engine Optimization into your SEO tactics

13:00 – 13:45 | **Tamara Novitovic, Bazoom**
How to build links that work across search systems

13:45 – 14:00 | Short break

14:00 – 14:45 | **Tom Winter, SEOwind**
Automate or Fall Behind: Build Scalable AI Systems

14:00 – 14:45 | TBA

14:45 – 15:00 | Coffee & cake

15:00 – 15:45 | **Oliver Brett, Screaming Frog**
Advanced Uses of Screaming Frog in the AI Era

15:00 – 15:45 | **Frederik Hyldeg, s360**
The End of Manual Paid Search: Why Simplicity Wins in the AI Era

15.50 – 15.55 | Wrap-up

16.00 – 18:30 | After party