



*Internet marketing professionals and practitioners in the Philippines gather for an annual event that seeks to rekindle the spirit of Bayanihan through collaboratively helping each other develop and enhance their online data analysis skills through this half day event.*

Where: Skylounge, Altiva Bldg. Cypress Towers Bldg., Taguig City 1632

When: October 10, 2013 1:30 – 6:30 pm

1:30 - 2:00 Registration

2:00 - 2:15 Keynote – Community Organizer Cell Jacela from Cellconversion.com

2:15 - 3:00 First Speaker:



Marie Lu – is the Online Marketing Manager for Wide-Out Workforces Inc. where she is in charge of heading the team that handles their various marketing-related services, including SEO, Social Media Management, Online Ad Management, and services around Google Analytics.

She will be talking about” Understanding Google Analytics’ Attribution Model”

Follow Marie at <http://twitter.com/silentwaters>

3:00 - 4:00 Second Speaker:



Nina Mission - She has been professionally certified for Google Adwords Search Advertising. She also has working knowledge Landing Page Optimization and Online Testing.

She currently leads the SGS Paid Search Team and the SGS Internet Marketing Research and Testing Team.

Nina will be sharing here knowledge on “Excel Tips and Tricks on how to collate and organize your data”

Follow her at <https://twitter.com/ninamabait>

4:00 - 4:15 Break

4:15 - 5:00 Third Speaker



Mark Acsay is Director of Search in Xight Interactive and Blogs on Webbythoughts.com

Mark will be talking about *“Introduction to a Systemized Analysis Process for Online Marketing”*



5:00 - 5:15

Ray Refundo, Qwikwire - a payments service designed to help freelancers and online merchants with limited access to bank accounts to be able to accept payments from anywhere in the world.

5:15 - 6:00



Sheila Dela Peña – is an experience Online Marketing professional, with more than 5 years focused on the hospitality industry. She is also a consultant Web Analyst to an eCommerce retailer of home décor and other consumer products based in Silicon Valley. She is also experienced in optimizing processes for Online Marketing operations and identifying key business insights using Analytics for Business Intelligence.

Sheila will be talking about *“Formulating Actionable Insights”*.

6:00 - 6:30 Panel Question and Answer

6:30 - 7:00 Raffle

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