

# LeadsCon Las Vegas 2010

## Schedule of Events

*as of February 18, 2010*

### Monday, February 22

Time	Activity	Location
12:00pm - 7:00pm	Registration Open	Events Center Rotunda
12:00pm - 7:00pm	Exhibitor Set-Up	Events Center B

### Tuesday, February 23

Time	Activity	Location
7:00am - 11:00am	Exhibitor Set-Up	Events Center B
7:00am - 9:00am	Continental Breakfast	Events Center B-C
7:00am - 5:00pm	Registration Open	Events Center Rotunda
<b>9:00am - 12:15pm</b>	<b>General Sessions</b>	<b>Events Center C</b>
9:00am - 9:30am	Keynote - Learning From Failure	Events Center C
9:30am - 10:15am	What's in Store for 2010 – Industry Leaders	Events Center C
10:15am - 10:45am	Death of the Short Form? Impact of Google Comparison Ads	Events Center C
10:45am - 11:30am	What's in Store for 2010 – Capital & Investor Perspective	Events Center C
11:30am - 11:45am	Launch Spotlight	Events Center C
11:45am - 12:15pm	Third Annual Company Spotlight	
<b>12:00pm - 6:00pm</b>	<b>Exhibit Hall Open</b>	<b>Events Center B</b>
12:00pm - 2:00pm	Lunch	Events Center B
<b>2:00pm - 5:00pm</b>	<b>Breakout Sessions: Marketing Track</b>	<b>Events Center C1</b>
2:00pm - 2:30pm	Consumer Sites vs. Pure Lead Gen Plays – One Scales Easier. Who Survives?	Events Center C1
2:30pm - 3:00pm	Breaking into New Markets – Insights & Lessons Learned from Travel and Senior Housing	Events Center C1
3:00pm - 3:15pm	Traffic Strategies – Ad Exchanges Demystified	Events Center C1
3:15pm - 3:30pm	Traffic Strategies – Social Media How To – Secrets from a Top Performance Marketer	Events Center C1
3:30pm - 4:00pm	Video – Increased Conversions. Affordable Implementations	Events Center C1
4:00pm - 4:30pm	Self-Service Display – Is the Dawn of A New Era (Finally) Here?	Events Center C1
4:30pm - 5:00pm	Does Affiliate Marketing in Lead Generation Make Sense?	Events Center C1
<b>2:00pm - 5:00pm</b>	<b>Breakout Sessions: Industry Track</b>	<b>Events Center C2</b>
2:00pm - 2:30pm	International Lead Generation – What Can It Mean For You?	Events Center C2
2:30pm - 3:00pm	B2B Lead Generation in A B2C World	Events Center C2
3:00pm - 3:45pm	Against All Odds – Making Lead Gen Work on A Local Level	Events Center C2
3:45pm - 4:15pm	The Metric of Success	Events Center C2
4:15pm - 5:00pm	Living with Disruption – Lead Scoring and The Ongoing Power Struggle Between Lead Buyers and Sellers	Events Center C2
<b>2:00pm - 5:00pm</b>	<b>Sponsored Workshops</b>	<b>Events Center C3</b>
2:00pm - 2:45pm	Advanced Segmentation to Optimize Media Purchases	Events Center C3
3:00pm - 3:45pm	How Lead Sellers Make Money with Lead Quality Scoring	Events Center C3
4:00pm - 4:45pm	LIVE Hot Transfers for Lead Buyers & Lead Sellers – Evolve your lead delivery model to LIVE leads and SUPERCHARGE Your Business	Events Center C3
<b>5:00pm - 6:00pm</b>	<b>Welcome Reception in Exhibit Hall</b>	<b>Events Center B</b>

## Wednesday, February 24

Time	Activity	Location
7:30am - 9:00am	Continental Breakfast	Events Center B-C
<b>9:00am - 12:00pm</b>	<b>Conference Sessions</b>	<b>Events Center C2</b>
9:00am - 9:45am	The Future of Education Lead Generation	Events Center C2
9:45am - 10:30am	M&A Prep	Events Center C2
10:30am - 11:00am	VOIP – It's Not Just Hot Transfer Anymore	Events Center C2
11:00am - 11:30am	End of The Funnel – Understanding Lead Generation from The Closers	Events Center C2
11:30am - 12:00pm	Keeping Compliant – Legal and Regulatory Developments for Lead Generators	Events Center C2
<b>9:00am - 11:45am</b>	<b>Sponsored Workshops</b>	<b>Events Center C1</b>
9:00am - 9:45am	Extreme Lead Management – Three Innovative Use Cases You Don't Know About, But Should	Events Center C1
9:00am - 9:45am	How Lead Sellers Make Money with Lead Quality Scoring	Events Center C3
10:00am - 10:45am	The Crawl, Walk, Run of Lead Scoring: Get More Revenue Out of Your Leads	Events Center C1
10:00am - 10:45am	Display Media – A Scalable Channel for Lead Generators	Events Center C3
11:00am - 11:45am	Driving Online Leads Through Verified Audience Targeting	Events Center C1
11:00am - 11:45am	What Can Lead Publishers Do To Increase the Brand Perception of Schools	Events Center C3
<b>12:00pm - 5:00pm</b>	<b>Exhibit Hall Open</b>	<b>Events Center B</b>
12:00pm - 2:00pm	Lunch	Events Center B
<b>4:00pm - 5:00pm</b>	<b>Happy Hour Reception in Exhibit Hall</b>	<b>Events Center B</b>
7:00pm - 10:00pm	Exhibitor Move-Out	Events Center B
<b>10:00pm - 12:00am</b>	<b>Official VIP Party</b> <i>(Invitation required)</i>	<b>TRYST</b>