



EUROPEAN SEARCH *gundowners*

IN ASSOCIATION WITH



24.05.23

LISBON



Hello and welcome to the first ever European Search Sundowners.

This year sees the 12th celebration of the European Search Awards. In that time, they have travelled across the continent from Amsterdam in 2012 to Barcelona in 2022 to recognise and reward creative and innovative work in the industry.

Over the years the Search industry has become ever more creative and innovative in the way that it communicates with audiences to drive engagement, traffic and ROI and as the industry has grown and developed the European Search Awards have gone from strength to strength with entry numbers and the community growing year after year.

At Don't Panic our philosophy is embedded in celebration! Celebration of great work, celebration of inspiring teams and celebration of a digital community that delivers best practices and benchmarks for the future.

We could not deliver award ceremonies or fringe events in awe-inspiring locations without the support of our award sponsors, Diginus, their investment and commitment is a tribute to the industry.

It is also our honour to work with judges who are at the cutting edge of Search and who give their time freely to ensure the best work is recognised and showcased for the future.

It is our pleasure to bring together agencies and teams who share their experiences and knowledge as a community. And as is our philosophy, we are proud to celebrate your achievements with the European Search Awards.

The Don't Panic team look forward to meeting you over the next few days,



Helen Barkley
Managing Director at Don't Panic

» MESSAGE FROM OUR HEADLINE SPONSORS, DIGINIUS



DIGINIUS HEADLINE SPONSOR

Diginus is a London-based SaaS technology company specialising in digital marketing and e-commerce solutions. We provide automated technology including advertising management software that monitors, measures and reports results across digital performance, delivering visibility and transparency for all.

We are delighted to be part of what promises to be a memorable event as we celebrate the industry's finest contributors across Europe here in Lisbon.

Diginus are proud to sponsor the European Search Awards this year. Supporting this industry and connecting with the Awards community is so important as it allows us to innovate, drive growth, performance, and success for us all.

It is an honour to be part of such an important event celebrating the hard work and dedication teams give to clients and projects. Coming together as a community and sharing the immense joy through industry recognition validates a passion to be the best.

Diginus is committed to adding a human touch to our technology and together with Don't Panic, we're able to achieve that personalised approach in recognising the best in class across Search. Thank you for being part of this wonderful community and congratulations to those who get shortlisted for awards, it's an incredible achievement.

The Diginus team looks forward to celebrating with you,

Nate Burke
CEO at Diginus

» PROGRAMME

18:30

Guest Arrival

19:00

Introduction

Jim Banks

19:05

Welcome by Diginus

Nate Burke & Nigel Leggatt

19:15

Are You Telling the Wrong Story
with the Data you Have?

Join [Gerry White](#) for insight into
how to use data to your advantage

19:30

Your Essential Briefing on SEO,
AI and Content Generation in 2023:
what you need to know about this
new technology

Join [Nick Wilsdon](#) to understand what
the future of SEO and Content looks like

19:45

SEO Auditing in 2023: How to Revamp
your SEO Audits to Maximize Success

Join [Aleyda Solis](#) for all the latest
SEO Auditing tricks

20:00

PANEL 1
Industry Insights

Join [Aleyda Solis](#), [Aoife McIlraith](#), [Bastian Grimm](#), [Chester Yang](#) & [Simon Jacobson](#),
in a discussion around the latest search
practices and innovations

20:20

PANEL 2
How to Craft an Award Winning Entry:
An Entry Deconstructed

Join Search Awards' judges [Jim Banks](#),
[Gerry White](#), [Nick Wilsdon](#), [Aleyda Solis](#)
& [Aoife McIlraith](#) who will break down the
Search Awards entry form and share their
top tips on what they would like to see
included in the details

20:45

Networking and Sundowners

Enjoy drinks overlooking Lisbon, whilst
networking with peers from across Europe

22:15

Event Close

» SPEAKERS & PANEL MEMBERS



JIM BANKS
CEO > SPADES MEDIA
> @UKSPADES MEDIA

Jim is the CEO of UK based growth agency Spades Media. He has been a paid media practitioner since 1999 and has worked client side as well as agency side.

Jim helps eCommerce businesses scale their paid media efforts across all channels. Jim is a regular face on the judging panel at the UK, European, MENA and US Search awards and is a returning judge for the 2022 UK Paid Media Awards. Never one to shy away from giving a differing opinion on what constitutes award-winning entries to other judges, Jim enjoys critiquing entries at the Awards and seeing what the paid media community are working on.



NATE BURKE
CEO
> DIGINIUS

With well over 20 years of extensive experience (both in depth and breadth) at the heart of technology, business, eCommerce and digital marketing, Nate Burke is considered a founding member and early pioneer of the eCommerce and online industry.

He launched his first internet business in 1997 and is a two-time nominee Ernst & Young Entrepreneur of the Year. Nate enjoys challenging situations, complex problem solving, developing teams and people, and integrating online and offline worlds. He holds a BA in Computer Science and an MBA from the University of Alabama.



BASTIAN GRIMM
CEO
> PEAK ACE

Bastian Grimm is the CEO of Peak Ace and a renowned expert in large-scale, international SEO, managing sites of almost any size and in highly competitive industries.

With more than 20 years' experience in online marketing, technical and global SEO, Bastian was named Search Personality of the Year at the 2019 European Search Awards: a very welcome acknowledgement of his contribution to a rapidly evolving industry.



SIMON JACOBSON
EUROPEAN PARTNER SALES DIRECTOR
> MICROSOFT ADVERTISING

Simon is a digital marketing leader with almost 20 years' experience across all corners of the industry. His wide experience includes running Search teams and digital advertising programmes on the advertiser, agency and software provider sides of the industry.

Simon currently delivers Microsoft Advertising Network solutions through a network of strategic partner resellers, agencies and software organisations. He is also a mentor and advisor to several start-ups covering all areas of strategic and operational marketing. From go-to-market strategy, to marketing investment planning and advertising channel strategy.



NIGEL LEGGART
DIRECTOR, PARTNER SALES EMEA
> MICROSOFT ADVERTISING

Nigel Leggatt has worked in the digital marketing industry for over 20 years both on the client and media sides of the business. He joined Microsoft 18 years ago and was part of the team that launched Microsoft AdCenter.

He has held a number of sales, marketing and channel management roles at Microsoft since then. As Director, Partner Sales EMEA, he runs a team that sells Microsoft Advertising Solutions – search, display, native and video – to around 100 channel partners, resellers, agencies and advertising technology companies across the EMEA region.

» SPEAKERS & PANEL MEMBERS



AOIFE MCILRAITH
GLOBAL SEARCH & DIGITAL
MARKETING CONSULTANT

Aoife McIlraith is an award-winning international search consultant. She has worked in marketing for over 22 years, specializing in international SEO and multilingual digital strategies for global brands.

Her most recent role was VP product marketing with Semrush. A regular speaker at international conferences she is also on multiple judging panels for country and global awards. Aoife was recognized among the “Top 20 Women making the biggest impact in Marketing Tech” by B2B Marketing Magazine in 2019. She holds a post-grad in programming and works with Enterprise Ireland as a mentor to early stage tech start-ups.



ALEYDA SOLIS
INTERNATIONAL SEO
CONSULTANT > DRAINTI

Aleyda Solis is an award winning International SEO Consultant (with her company Drainti), a blogger (for Search Engine Land, Search Engine Journal and Moz), author of the SEO book in Spanish “SEO. Las Claves Esenciales” and experienced speaker (with more than 100 conferences in 20 countries in English and Spanish).

She was named as the European Search Personality of the Year in 2018, included in Forbes as one of the 10 Digital Marketing specialists to follow in 2015, in Entrepreneur as one of the 50 Online Marketing Influencers to follow in 2016 and in Hubspot as one of the 59 Female Marketing and Growth Experts.



GERRY WHITE
HEAD OF SEO
> RIVERSIDE.FM

Gerry White has been in the industry for 20+ years, with a background in development, he transitioned to technical marketing leading on SEO, analytics and digital growth strategies for companies, agencies, the government and corporations such as the BBC.

In the past few years Gerry has spoken at conferences around the globe including Paris, Germany, USA and the UK. Gerry was the Technical SEO Lead for Just Eat, a FTSE 100 company in 12 markets, as well as consulting for other eCommerce brands. Gerry was the SEO Director for Rise at Seven from 2020 to 2021 when they grew from 15 to 115 people before returning client side as the head of SEO at Oda.



NICK WILSDON
FOUNDER
> TORQUE PARTNERSHIP

Nick started his online career in 1998, giving his first SEO seminar two years later in Brighton. After moving to Moscow, he became an expert on Russian search, working with gaming clients across CIS markets.

Since his return to the UK, Nick has held head of department roles at Arena Media, part of the Havas Media Group, and within the Dentsu Aegis network. As the Search Product Owner at Vodafone Group, he is standardising SEO best-practice and strategy across 22 international markets to deliver revenue growth in a challenging and competitive sector. He is particularly interested in data analysis, cross-channel/device opportunities and strategic planning.



CHESTER YANG
PROGRAM MANAGER
> DIGINIUS

Chester Yang is the Program Manager at Diginus with a background of economics and quantitative research. Following on from this, he transitioned into a digital marketing role over 5 years ago, tying his love for numbers into the Diginus Microsoft program and partnership.

Chester is a vital part of the team, aiding revenue growth of over 535% in 18 months, nurturing partnerships with PPC agencies, and developing and integrating marketing and sales solutions.



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PANIC**

EVENT