



Breakfast Program – Thursday, February 14, 2019

“SEO: In the Know for 2019”

- Date:** Thursday, February 14, 2019
- Time:** 8:30 – 9:00 AM Registration & Breakfast
9:00 – 10:00 AM Program
- Location:** Seer Interactive
1033 N. 2nd Street, 7th Floor
Philadelphia, PA 19123
Street parking is available.
- Cost:** \$35 for PPRA Members; \$50 for Non-Members; \$25 for Students
Additional \$5 for Walk-ins

You know what SEO stands for (or if you don't, it's Search Engine Optimization) and you know that it's essential for improving a website's ranking. But you should also know how it goes hand-in-hand with PR. Want to learn how to leverage PR wins for SEO? Want to understand keyword research, title tagging, and pay per click (PPC)? Experts from leading SEO agencies will share lingo, tools, tips and trends for 2019. Register for this panel if you want to learn more about SEO, how it integrates with PR, and what you need to be telling your clients about it.

Confirmed Panelists:

- **Tyler Cameron**, SEO Manager, Seer Interactive
- **Marianna Morris**, Senior SEO Manager, Seer Interactive
- **Lauren Zumpano**, Vice President, SEOM Interactive

REGISTRATION FORM
Breakfast Program
February 14, 2019

Please return to:
PPRA Office
P.O. Box 579
Moorestown, NJ 08057
(P) 215-557-9865
(F) 856-727-9504
(E) info@ppra.net
Register online at
www.ppra.net

Name(s): _____

Company: _____

Address: _____

Email: _____ Phone: _____

PPRA Member (\$35 per person) Non-Member (\$50 per person) Students (\$25)

I will pay with a check (*payable to PPRA*) I will pay with a credit card VISA MC AMEX

Name as it appears on card: _____ Amount: _____

Credit Card Number: _____ Exp. Date: _____ CCID: _____

Credit Card Billing Address: _____

Special Dietary or Accessibility Needs: _____

Cancellations will be accepted in writing by February 12, 2019. No Refunds after February 12, 2019. No-shows will be billed.