

Monday, August 10th

hostingcon
2009

8:00 – 9:00 AM

Morning Refreshments/Networking

MARKETING + SALES

EMERGING TRENDS

TECHNOLOGY + OPERATIONS

BUSINESS DEVELOPMENT

9:00 – 9:45 AM

Step by Step Ways to Increase your Sales and Decrease Costs

Hartland Ross
(eBridge Marketing Solutions)

How Free Hosting Affects Budget Shared Hosting

Alex Melen (T35.com)

Leveraging Content to Differentiate Your Hosting Business

Chris Sheridan (eNom.com)

Double Your Revenue without Getting One New Customer

Sharon Koifman
(Applicure/Empire Consultant)

10:00 – 10:45 AM

Easily Grow Your Subscriber Base

Paul Engels (Hostopia.com)

Email Hosting Trends: Past, Present, and Future

Henry Weber (FuseMail, LLC)

Cost-Cutting Strategies for Web Hosts

Sojish Krishnan (Bobcares)

How to Respond to Legal Threats to Your Business

W. David Snead (W. David Snead P.C.)
Jeff K. Gordon (Andrews Kurth LLP)

11:00 – 12:00 PM

Alternatives to Search: Leveraging Local, Mobile, and Social Media Marketing

Gillian Muessig (SEOMoz)

Going Green with Web Hosting

Ashish Moondra (Avocent Corporation)
Christian Dawson (Servint)

Tracking Metrics for Performance and Growth

W. David Snead (W. David Snead P.C.)
Frank Stiff (Cheval Capital, Inc.)
Alex Kazerani (Edgecast)
Hari Ravichandran
(Endurance International Group)
Ditlev Bredahl (UK2 Group)
Adam Dilaplain (Caro Hosting)

How to Structure Your Company Now to Sell Later

Larry Donahue (Deep Web Technologies)

12:00 – 1:45 PM

Luncheon/Networking

2:00 – 3:00 PM

KEYNOTE

Compete and Thrive in a Changing Hosting Industry

Serguei Belousov (Parallels)

3:15 – 4:15 PM

KEYNOTE

Walking a Mile in Your Shoes

Iain Grant (SeaBoard Group)

4:30 – 5:30 PM

KEYNOTE

Surviving the Financial Crisis

Mike Jones (SoftLayer), Tim Holland (UK2 Group) & Paul Stapleton (DH Capital)

5:30 – 7:30 PM

Networking Reception

7:00 – 8:00 AM

Morning Refreshments/Networking

8:15 – 9:15 AM

KEYNOTE

Virtualization: Enabling Hosting Providers to be Successful in the New Era of Software-plus-Services

Zane Adam (Microsoft)

9:30 – 10:30 AM

KEYNOTE

Shaping the Cloud Opportunity: Vision and Growth for the Future

Zane Adam (Microsoft), Antonio Piraino (Tier1 Research), Stephen Cho (Google), Daniel Burton (Salesforce.com) & Emil Sayegh (Mosso: Rackspace Cloud Division)

10:30 – 6:30 PM

Exhibit Hall Open

10:30 – 1:00 PM

Networking/Exhibits

11:30 – 1:00 PM

Luncheon/Networking

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12:45 – 1:45 PM

20 Ways to Outsmart Your Competitors

Adam Eisner (Tucows)

Following Web Hosting Trends

Philbert Shih (Tier1 Research)

Accepting Credit Cards and PCI / DSS Compliance

Rick Wilson (Miva Merchant)
Mike Petitti (Trustwave)
Curtis R Curtis (RankSense SEO)
Stacy Griggs (HostMySite)
Mike Auger (Pinnacle Cart)
Carl Hartman (Applicure Technologies Ltd.)
Jason Silvergate (Fortress ITX/DedicatedNow)

Capitalizing on Cloud Computing Opportunities

Sandip Gupta (Netmagic Solutions)
Justin Barney (3Leaf Systems)
David Schairier (Concentric)

2:00 – 2:45 PM

Get More From Email Marketing

Jeff Rohrs (ExactTarget)

It's No Longer IPv4, Meet IPv6

Richard Jimmerson (American Registry for Internet Numbers (ARIN))

How to Choose A CDN Provider

Mike Flatin (BandCon)

Selling Premium Services to Cost-conscious Customers

Bob Angus (VeriSign, Inc.)

3:00 – 3:45 PM

Launch Your Product Like a Pro

William Toll (NaviSite)
Sumeet Sabharwal (NaviSite)

PHP on the Windows Platform, Beyond WS

Michael Joffe (Microsoft)
Shaun Hirschman (Microsoft)

Interoperability and Cloud Computing

Tony Lucas (XCalibre Communications Ltd)

Interactive Workshop: Valuing and Structuring Web Hosting Acquisitions

Hillary Stiff (Cheval Capital, Inc.)
Elliott Noss (Tucows)

4:00 – 4:45 PM

High Impact Email, Search and Social Media Marketing

Gillian Muessig (SEOMoz)

Stop Web-based Malware Attacks

Neil Daswani (Dasient, Inc.)

Driving Cloud Computing With Open Source

Messaging
Rafael Laguna de la Vera (Open-Xchange)

Growing Your Business: Getting Upside in a Down Economy

Chris West (CDGcommerce)

5:00 – 6:00 PM

GENERAL SESSION

Offering Cloud Services To Your Customers

Iain Grant (SeaBoard Group), Nathan Day (Softlayer), Jack Zubarev (Parallels Service Provider), Steve Lesem (Mezeo) & Emil Sayegh (Rackspace)

7:00 – 8:00 PM

Morning Refreshments/Networking

8:15 – 9:15 PM

KEYNOTE

Data Protection Policies in US and EU

Larry Donahue (Deep Web Technologies), David Ritchie (Office of Technology and Electronic Commerce) & Frank Schmiedel (Delegation of the European Commission)

9:30 – 10:30 PM

KEYNOTE

A Good Domain Deserves Great SEO

Rand Fishkin (SEOMoz)

10:30 – 4:00 PM

Exhibit Hall Open

10:30 – 1:00 PM

Networking/Exhibits

11:30 – 1:00 PM

Luncheon/Networking

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Top Social Media Strategies
Guillaume Bouchard (NVI)
Dennis Yu (BlitzLocal.com)
Sharon Koifman
(Applicure/Empire Consultant)

Exploring Advantages for Hosting Companies in the Emerging World
Arun Narayanan (InstaCarma.com)
Eduardo E. Vilá (HostingPanama.com)

Next Generation Email Security
Jamie de Guerre (Cloudmark)

Best Practices in Staffing, Training and Retention
Elya McCleave (Superb Internet)
Sean Richards (cPanel)

2:00 – 2:45 PM

Affiliate Marketing / Lead Generation in an Extremely Competitive Market
Curtis R Curtis (RankSense SEO)
Chris Lloyd (Web Hosting Unleashed)
Nick Nelson (UK2 Group)

Operating in Next Generation SaaS 2.0
Bob Leibholz (Intermedia)

Cloud Storage Technology Trends
Cameron Bahar (ParaScale)

Using the Application Packaging Standard
Rafael Laguna de la Vera (Open-Xchange)
Soeren von Varchmin (Parallels)
Diarmuid Dalton (T&T)
Miguel Ramos (Network Solutions)
Wilfried Beeck (ePages)
Eric Chen (Persony)

3:00 – 3:45 PM

Handling Scalability, Marketing and Service Level Agreements in a Web 2.0 World
W. David Snead (W. David Snead P.C.)
Derek Vaughan (Independent Consultant)

New Advances in Continuous Data Protection Technology
David Wartell (RISoft)

Providing Services with APIs
Kevin Laude (Softlayer)
Ilya Baimetov (Parallels)

Dissecting a Hosting Company Acquisition
Tom Millitzer
(New Commerce Communications)

4:00 – 4:45 PM

Leveraging Partners to Improve Time to Market
Bill Jolly (Network Solutions)

Virtualization Solution Portfolio for Hosting Providers
Chris Samson (Microsoft)

How Security Researchers Run Web Servers
Waseem Daher (Ksplice)

Find New Revenue with Domain Names
Kellie Peterson (Name.com)

5:00 – 6:00 PM

GENERAL SESSION

Moving to the Next Level:

Professional Management for Your Career and Your Business

Dan Hackett (Aileron)

7:00 – 10:00 PM

Closing Reception