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SemTech 2010 Conference Announces "Marketing in the Web 3.0 World" Marketing and Advertising on the Semantic Web

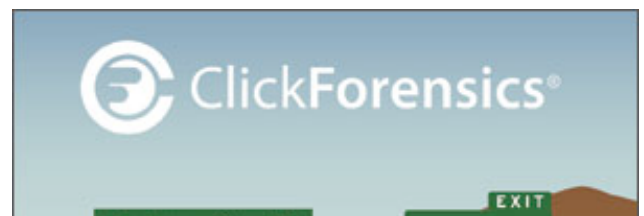
20 April 2010 by Otilia Otlacan



The Largest Semantic Technology Conference Will Feature a Special Program to Showcase How Developments in Semantic Technology Create Opportunities in Marketing and Advertising; Semantic Technology Conference 2010

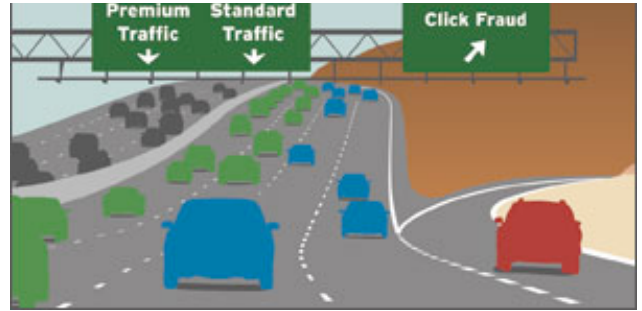
LOS ANGELES – Semantic Universe announced a new program within its 2010 Semantic Technology Conference (SemTech 2010) called "**Marketing in the Web 3.0 World**", taking place on June 23-24, 2010 at the San Francisco Hilton in Union Square. The entire SemTech 2010 event takes place June 21 through June 25, 2010.

The annual SemTech Conference features the hottest trends and topics in semantic technology today. This is the first time that special focus has been given to the impact of semantics on marketing and advertising. Scott Brinker, co-founder and president of ion interactive, will moderate the program. Scott writes the blog Chief Marketing



Technologist about the strategic use of technology inside the marketing world, including how marketing can leverage the Semantic Web.

"Data is the language of the digital age," says Scott. "But up until now, marketing on the web has used a very limited vocabulary. The semantic web changes that, enabling web sites and social media applications to be far more expressive in the way they 'talk' to other services on the web, such as search engines. This in turn will impact how companies reach their audience in the right context with the right information."



The Marketing & Advertising program will feature sessions on linked data, sentiment analysis, social networks, market research, brand protection, mobile search and web analytics. Panels of experts will walk through real-world case studies on semantic technology in online advertising, mobile marketing and building Web 3.0 Web sites, including implementation and results.

To register for the conference and to see a full program schedule please visit, <http://semtech2010.semanticuniverse.com/marketing>.

To register for a press badge please visit, <http://semtech2010.semanticuniverse.com/press.htm>.

SemTech is the preferred industry platform for exhibitors to announce product launches, publishing deals, and breaking news. To become a sponsor or exhibitor please contact Steve Bastasini at steve@semanticuniverse.com or (415) 740-5528.

About SemTech

SemTech is the world's largest conference on semantic technologies. It is the only event focused on the commercialization of semantic technologies. For more information please visit, SemanticUniverse.com, email info@semanticuniverse.com, or call (310) 337-2616.

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