



12 REASONS WHY YOU SHOULD SEND ME — TO — MozCon '26

01 Incredible talks **guaranteed** to help us achieve **ROI** faster

MozCon sessions are directly tied to the challenges our team faces. The talks offer practical solutions to improve results, reduce wasted budget, and move faster.

02 **Opportunity** for the wider team to **learn** from my key takeaways

I'll organize a team lunch and learn session to quickly upskill the team with the knowledge I gained from MozCon.

03 Closing learning gaps makes me a **more competent** SEO specialist

I'll gain new skills, frameworks, and mental models that close knowledge gaps and make me more confident, capable, and efficient.





04 It sends a message that **professional growth matters** here

Sending me to MozCon shows that we value development and signals to the stakeholders that learning and growth are a priority for us.

05 **Competitive intel** to see what top brands are doing right now

It's hard to know how we perform when only looking inward. MozCon gives us a window into how top-performing brands execute so we can benchmark our processes and spot opportunities to improve.

06 I'll **learn about trends** we're not aware of

One of the biggest challenges with SEO is that we often don't realize a shift has happened until results start slipping. MozCon gives us early access to the trends shaping the future of search, so we can be proactive, not reactive.

07 Multiformat **content** for our **social media** channels

I'll capture behind-the-scenes content at MozCon to humanize our brand and show clients we're active, informed, and engaged in the industry.

08 Opportunity **to network with the brightest minds** in SEO and digital marketing

MozCon is an opportunity to learn from the best SEO specialists who have successfully experimented with new frameworks and solutions.

09 A public-facing **blog post** to show clients we're serious about upskilling

I'll write a blog post that breaks down key takeaways from MozCon — reinforcing our commitment to innovation and showing clients we're staying ahead of industry changes.





10 It **re-energizes me** to do my best work

MozCon gives me space to reset and reconnect with why the work matters. I'll return with fresh ideas, renewed motivation, and stronger contributions to drive ROI.

11 We'll **save money** by booking early

Between tickets, flights, and accommodations, booking early can significantly reduce the total cost. It's the smartest way to get full value without overspending.



12 There are **no MozCon replays**: If we don't go, we miss out for good

MozCon is off the air — no recordings, no replays. If we're not in the room, we miss out on exclusive strategies that could give us a competitive edge.

ACTIONABLE INSIGHTS. VALUABLE NETWORKING. TWO OPPORTUNITIES.

General conference information

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London event information | November 13, 2026

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NOT YOUR TYPICAL MARKETING CONFERENCE

MozCon is an annual conference built by marketers, for marketers (and business owners, executives, creatives, and more).

Attendees will hear talks covering everything they need to stay ahead in an industry that's always changing. Experts will discuss topics like SEO, content, strategy, AI, and growth.





WHAT'S INCLUDED

Every MozCon ticket includes:

- Expertly curated talks from the brightest minds in SEO
- Delicious food to power the learning throughout the day
- Coffee to fuel the marketing brain
- Professional on-site photography to update LinkedIn profiles
- SWAG! Stuff we all get, from Moz and our sponsors
- Networking opportunities with SEO professionals
- Happy Hour post-con to continue the conversations in a relaxed setting



A night-time photograph of the Tower Bridge in London, with its two towers illuminated and the bridge deck partially raised. The bridge is set against a dark blue sky, and the city lights are visible in the background.

LONDON

EVENT DETAILS

NOVEMBER 13, 2026

LONDON | NOVEMBER 13

MozCon'26

WHERE

MozCon London will be held at Convene, situated in the center of the City of London financial district. Located in the second-tallest building in the city, this venue is an iconic part of the London skyline. With designs inspired by London Liveries, this stunning venue seamlessly blends the new and the old for a one-of-a-kind experience.

VENUE

Convene 22
22 Bishopsgate
London
EC2N 4BQ
convene.com/locations/london/22-bishopsgate



LONDON SPEAKER SPOTLIGHT



Stephen Akadiri

Organic Growth & SEO Expert
stephenakadiri.com



Tom Capper

Dir. of Search Product Strategy
Moz



Beatrice Gamba

Head of Innovation
Wordlift



Miracle Inameti-Archibong

Head of Organic Search
John Lewis (Financial Services)



Dr. Pete Meyers

Principal Innovation Architect
Moz



Chima Mmeje

Sr. Content Marketing Manager
Moz



Helen Pollitt

Director, SEO
Getty Images



Katy Powell

Co-founder & PR Director
Bottled Imagination



Mark Williams-Cook

Digital Marketing Director
Candour

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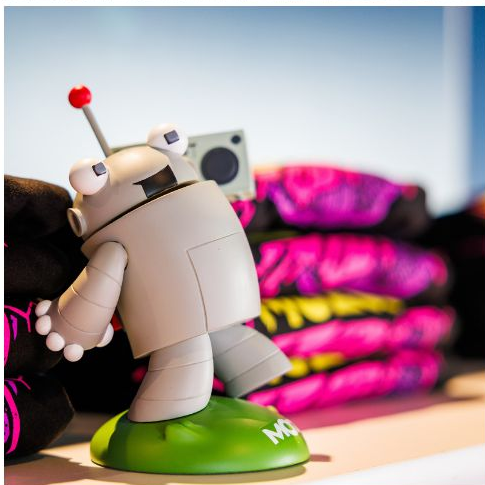
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Interested in sponsoring? Reach out to us at mozcon@moz.com





MozCon has always been one of the premier SEO conferences. While the sessions are great, the real "secret" to getting the most from this conference is the networking. Sit down at a lunch table with unfamiliar faces and introduce yourself. Whether you're just joining the SEO scene or have executed SEO before the birth of Google, there is a story and experience for everyone to share.

As a freelance SEO, some of the connections I've made over the years have led to amazing opportunities I may not have had without being a part of the MozCon scene.

Nick LeRoy | Owner, SEOjobs.com



MozCon'26