

# 12 REASONS WHY YOU SHOULD SEND ME

TO

M | Moz  
Con

# LONDON

August 12, 2025





# 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.



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# 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.



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# 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.



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# 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.



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# 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.



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# 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.



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# 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.



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

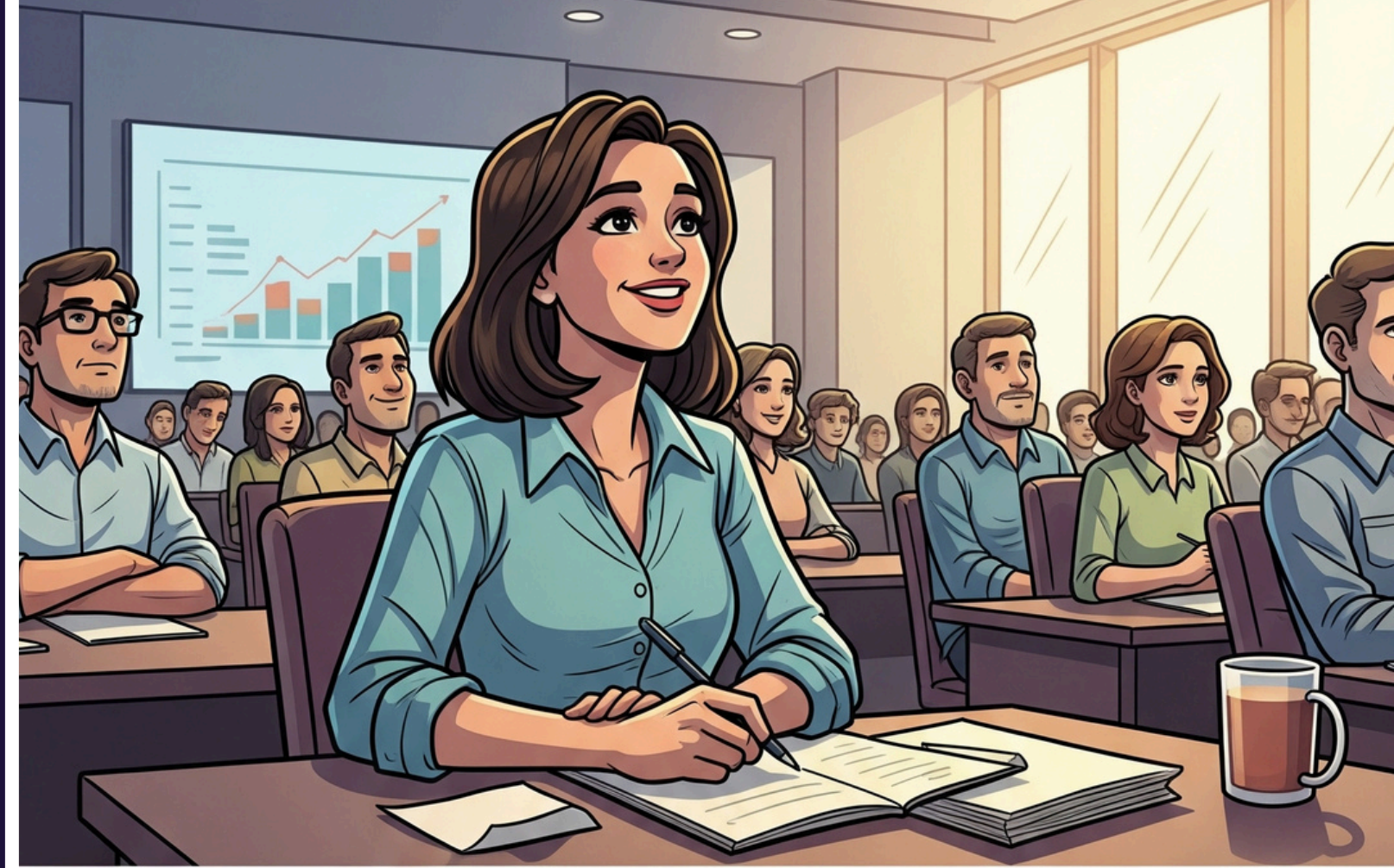
Booking early could save us £400–£600 in total costs between Early Bird tickets, flights, and accommodation. It's the smartest way to get full value without overspending.





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

MozCon London 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.





# ADDITIONAL EVENT INFORMATION





# 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.

Actionable insights. Valuable networking. One day only.



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# 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



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# SPEAKER SPOTLIGHT



**Arrej AbuAli**  
Founder  
*Women in Tech SEO*



**Tom Capper**  
Sr. Search Scientist  
*Moz*



**Luke Carthy**  
Ecommerce Growth Consultant  
*LukeCarthy.com*



**Andy Chadwick**  
Co-Founder  
*Snippet Digital | Keyword Insights*



**Lidia Infante**  
Head of SEO  
*SurveyMonkey*



**Rebecca Jackson**  
Organic Strategy Director  
*Croud*



**Charlie Marchant**  
CEO  
*Exposure Ninja*



**Dr. Pete Meyers**  
Principal Innovation Architect  
*Moz*



**Chima Mmeje**  
Sr. Content Marketing Manager  
*Moz*



**Helen Pollitt**  
Director of SEO  
*Getty Images*





## WHERE

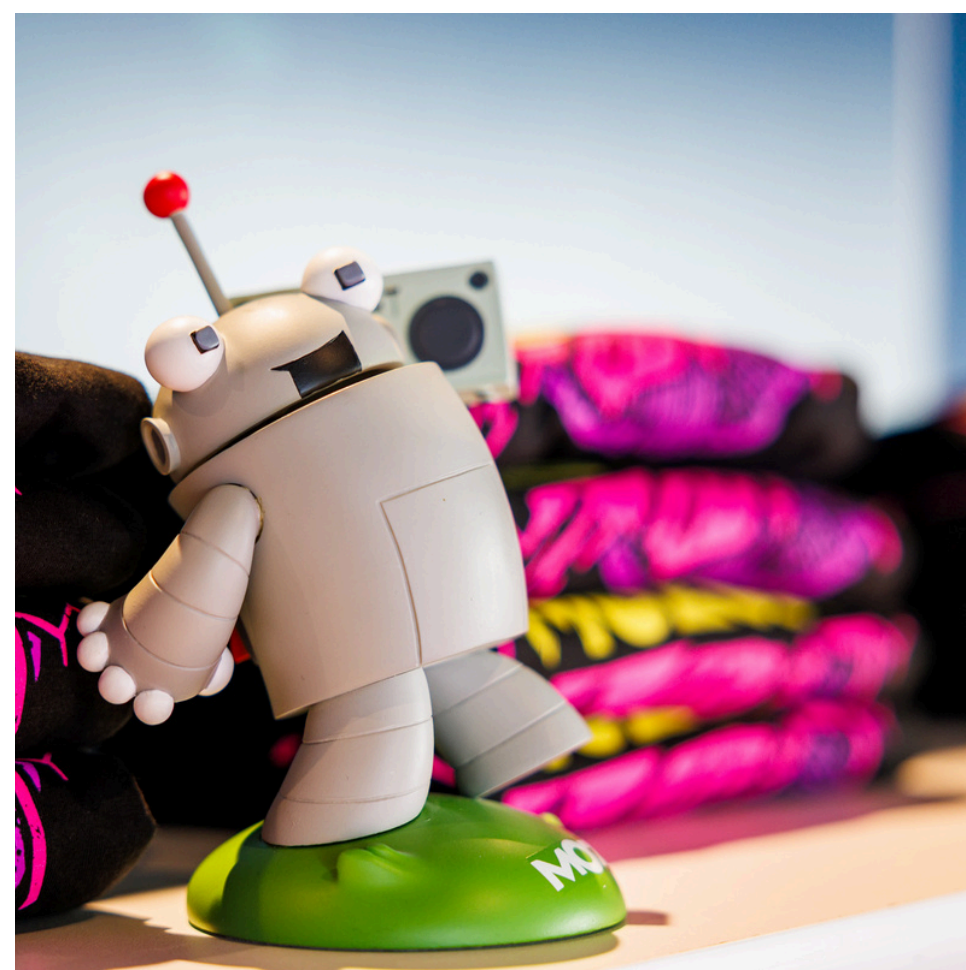
MozCon London will be held at The Mermaid. Located at 2 Puddle Dock in Blackfriars, Central London, this iconic venue features incredible views of the Thames. Not to mention, it's within walking distance of London staples like the Millennium Bridge, St. Paul's, and multiple art galleries.

## VENUE

The Mermaid London  
Puddle Dock  
Blackfriars, London  
EC4V 3DB  
[the-mermaid.co.uk](http://the-mermaid.co.uk)

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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](https://www.seojobs.com)





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