

# THINK SEARCH 2025

**13h00**

**DOORS & WELCOMING**

13h30 - 14h00

5 proven tactics to make your brand more visible in AI-driven search

*Pieter Serraris - OMcollective*

14h10 - 14h40

AI bots: what they crawl and why

*Julia Nesterets - JetOctopus*

14h10 - 14h40

Sofa Session

*SEO Experts - OMcollective*

**14h40 - 15h00**

**COFFEE & DRINKS TO FUEL YOU**

15h00 - 15h30

AI-driven internal linking for e-commerce

*Serge Bezborodov - JetOctopus*

15h40 - 16h10

Search has changed - have you? Time to think multichannel

*Céline Rottier - OMcollective*

15h40 - 16h10

Sofa Session

*Experts - JetOctopus*

**16h15**

**CLOSING APERO & NETWORKING**