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Yahoo Searchlight Awards and SES New York

Kevin Ryan stole the show at the [Yahoo Searchlight Awards](#) held yesterday here in NYC. As an independent judge – could he be any other kind? – Ryan grilled interactive agency and search marketing presenters from the likes of Resolution Media, Digitas, and Outrider, who explained why their integrated search marketing campaigns should win the coveted Yahoo Searchlight.

Sparring with other judges, Ryan drew the attention of guest emcee Jeff Caldwell, who called him “The Simon Cowell of Search.” Kevin Ryan, “American Idol?”

To hear what Yahoo exec Ron Belanger called Ryan, [click here](#). (Must be 21 years of age or older to view.)

And the winner? Outrider.

Outrider will be exhibiting at SES NY, so if you are interested in speaking with them or any other agency for that matter... [Register Today!](#)

Congrats and see you at SES New York (or London if you happen to be joining us for the largest [European Search Engine Marketing Event](#) next week).

Posted by [Matt McGowan](#) on Feb. 13, 2008 | [Permalink](#)

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SES Search Engine Strategies Events

- SES London Conf & Expo Feb 19-21
- SES London Search Training Feb 22
- SES New York Conf & Expo Mar 17-20
- SES Hamburg Forum Apr 10-11
- SES Denver Training May 6
- SES Milan Forum May 27-28
- SES Toronto Conf & Expo Jun 17-18
- SES San Jose Conf & Expo Aug 18-21
- SES Chicago Conf & Expo Dec 8-11



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- Seth Godin Live and Unplugged Feb 26
- Emerging Marketing Solutions Jun 4
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