



International eCommerce & Omnichannel Transformation Conference

GMT	Topic	Speaker
10.15-10.22	Official opening	
10.22-10.39	Omnichannel Retail Solutions and Strategies	Adetunji Adelakun - Canada
10.39-11.03	Digital Transformation 2020-2021	Ines Rivera – United Kingdom
11.03-11.23	How to Build Direct To Consumer Strategy Efficiently	Sergey Shvets - Ukraine
11.23-11.27	Customer Experience in an Omnichannel Ecosystem	Diego Acuña - Chile
11.37-11.57	How to build the right platform for e-commerce processes scaling	Andrey Pavlenko - Ukraine
11.57-12.23	Digital Transformation	Zhecho Dobrev - Bulgaria
12.23-12.34	 Fitness break with www.kamato.io	Port De Bras & Irina Atanasova
12.34-12.44	5 Ways To Reduce Ecommerce Returns	Margo Sakova - Ukraine
12.44-13.08	Applying Data Science and AI for your eCommerce	Sergi Sergiev - Bulgaria
13.08-13.35	Future of eCommerce	Branden Moskwa - Canada
13.35-13.50	Creating a Loyalty Program to Increase eCommerce Sales	Diego Gaminde - Spain
13.50-14.13	Automation in the World of the digital consumer	Guy Courtin - USA
14.13-14.32	How to internationalize an eShop	Simone De Ruosi - Italy
14.32-14.47	3 Facebook Ad Tips for Online Shops	Petar Dyaksov - Bulgaria
14.47-15.02	Coffee Break	
15.02-15.13	4 tips that will increase your sales with Email marketing	Nevi Koeva - Bulgaria
15.13-15.20	The new digital customer journey experience - Is to emphasize digital empathy	Arik Gil - Israel
15.20 – 15.39	Fulfillment services - hidden part of eCommerce success	Milena Ramcheva - Bulgaria
15.39-16.02	Commonsense Email Automation for e-Commerce	Hristo Radichev - Bulgaria
16.02-16.42	How to Encourage Clicks Without the Shady Tricks	Paul Boag – United Kingdom
16.42-17.23	Importance of Technical SEO for E-Commerce	Andjelka Ducić - Serbia

GMT	Topic	Speaker
17.23-17.40	Vulnerability Discovery - A Piece of the Puzzle	Krasimir Kotsev - Bulgaria
17.40- 18.00	Common Cybersecurity Challenges that eCommerce Companies Face	Maria Yordanova - Bulgaria
18.00 -18.14	Enhance your e-Commerce experience with Artificial Intelligence	Stefano Tempesta - Australia
18.14 – 18.26	Natural Language Processing in Advertising	Tom Griffiths – United Kingdom
18.26-18.27	End of the Conference	Total – 08.21 h.



European Digital Week

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 22 September 2020

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EVENT**