

eCommerce Expo & Barcamp

Mercoledì 12 Novembre 2014

08:45 Breakfast & Registration

09:15 Welcome / Intro a cura del Conference Chair

Chairman:

Andrea Boscaro, Founder and Associate - The Vortex

09:30 Roundtable: Customer experience & Personalisation

Elisa De Portu, Marketing Operations Manager - Diennea - MagNews

Davide Cristallo, Director of Merchandising & Marketing & Digital - GameStop Italy

Paolo Morgandi, Web Sales & Marketing Manager - Tenacta Group

10:30 Global ecommerce

Lisa Calatroni, EMEA eCOMMERCE OPERATIONS Manager - Timberland

Barcamp Session

11:00 Networking

11:15 Roundtable: Technology and Omni-channel strategy for ecommerce

Marco Gualtieri, Partner - Technology Reply

Marco Lencovich, Sales Executive Customer Experience - Oracle

Barcamp Session

12:15 Social & Content to Sell

Fabrizio Barbarossa, Founder - Enterprise

Francesco Di Florio, Marketing & Communication Manager - MA-FRA

13:00 Lunch

14:00 Strategies & Optimization

Giulia Eremita, Marketing Manager - Trivago Italia
Dario Cardile, Chief Digital Officer - Replay Fashion Box

Barcamp Session

14:30 Mobile commerce

Gianluca Palmieri, Head of E-commerce, Contact Center and New Digital Channel - Trenitalia

Barcamp Session

15:00 Networking

15:15 Payment & Logistics

Fabrizio Mecozzi, Ecommerce Manager - Gruppo Buffetti

15:45 Focus on: ecommerce legal and safety

Andrea Reghelin, Legale, Associate Partner - P4I – Partners4Innovation

Barcamp Session

16:15 E-Commerce Success stories

Tiziano Pazzini, Founder - lovli.it
Mircea Masserini, Pubbliche Relazioni e Marketing - Mogi Caffè'
Diego Vicamini, Country Manager - Eurooffice Italia
Dario Cardile, Chief Digital Officer - Replay Fashion Box

Barcamp Session

17:00 Chiusura dei Lavori

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