	WTOREK (25.10.2016)
8.15 - 9.00	Registration, Coffee Break
9.00 - 9.15	**Powitanie i otwarcie konferencji Borys Skraba, CEO, Bold Brand Commerce**
9.15 - 10.00	**Philipp Barthold, VP for Omnichannel at Magento, Spain** *Welcome speech – Future of e-commerce technologies*
10.00 - 10.40	**Luis Monserrate Castillo, Online Director at Pepe Jeans Group** *A holistic Omnichannel Perspective.* • Foundational switch on omnichannel mindset • Social goes omnichannel • Marketing conceived for all touch points • Marketplaces, the next picture
10.40 - 11.20	**Mark Selby, E-commerce Director at Macfarlane Group PLC, Irland** *How to ensure B2B e-commerce success in the B2C word using Magento?* The presentation would cover what are the fundamental differences between B2B eCommerce and B2C. What is the different buying experience, what additional features does the B2B user demand, what B2C features will they expect. How do I then embrace my existing business customers and get them to buy online and how do I find new business customers?
11.20 - 11.50	Coffee Break & Networking
11.50 - 12.30	**Kai Schmidhuber, Senior Vice President Multichannel	eCommerce, CRM & Digital Strategy, at Fraport AG Frankfurt am Main, Germany** *The digitization era at Frankfurt Airport for a truly excellent customer experience* In order to satisfy the upcoming needs of passengers and to secure their lasting loyalty to Frankfurt Airport, Fraport has responded to the vast opportunities that their new roles and digitization are opening up by adding a strong B2C focus to their business. Kai Schmidhuber, Senior Vice President, will explain the goal of Frankfurt Airport's digitization strategy in the context of a consistent, integrated, cross-channel passenger communication and retail oriented approach with a special focus on the new and state of the art online shopping infrastructure.
12.30 - 13.10	**Jarno Vanhatapio, CEO and founder of NA-KD.com, Founder ZooZoo.com, Nelly.com, Sweden** *How to use Magento to build a fashion network for the new generation?* • How can you scale Magento to become a network of store fronts on the same backbone • How to reach and please generation Y & Z • The formula behind NA-KD.com - From zero to 10 million euro in 8 months
13.10 - 14.10	Lunch&Networking
	Part II – Workshop: Round Business Tables
14.10 - 16.30	**Workshop: Round Business Tables**
14.10 - 16.30	Round Table Session is a unique form of workshop, which involves all participants and speakers. There are five thematic tables with maximum twelve people at each table. Each table also has a moderator (speaker or other expert), who leads discussion. Swapping tables by speakers, leads to better exchange of knowledge, experince and best practices for representatives of different business model: manufactures, distributors, retailers and service providers from areas of logistics, marketing, payment services. • Magento B2B - how to adapt Magento for B2B • Magento B2C - Best omnichannel experience • Fashion eCommerce - Magento's specialty
14.10 - 16.30	**Workshop: Round Business Tables**
16.30 - 17.30	Goodbye coffee & wine