PSCONNECT BALTICS
by PrestaShop and Invertus

Main stage

08:30–09:30	Welcome desk	
09:30–10:00	Keynote PrestaShop & Invertus Christophe Bouron, Chief Revenue Officer Linas Gudonavičius, CEO	PrestaShop invertus
10:00–10:30	Checkout page best practices Eugenijus Toleikis, Country Manager	make commerce
10:30–11:00	Email marketing: New year's resolutions for 2020 (LT) Matas Pocius, Head of Email Marketing Unit	.NFX
11:00–11:30	How to turn unprofitable Facebook campaigns into profitable winners Paulius Galkus, Junior Digital Media Buyer	YNOT MEDIA
11:30–12:30	Lunch break	
12:30–13:00	Tips for succesful e-commerce project management Mažvydas Šimkus, Operations Manager	invertus
13:00–13:30	SEO tools - what are they and how to use them for your business? (LT) Julius Bogdanovas, Project Manager	Good one
13:30–14:00	What do your customers truly want? The power of site search Dominykas Orda, Product Owner	BRAD
14:00–14:10	Coffee break	
14:10–14:55	The State of PrestaShop in 2019 Mathieu Ferment, Senior Core Developer	PrestaShop
14:55–15:05	Closing Speech Christophe Bouron, Chief Revenue Officer Linas Gudonavičius, CEO	PrestaShop invertus
15:05–16:00	Champagne, snacks and networking	

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Networking and consultations area

10:00–16:00	Consultations on UX and e-shop experience Simonas Jusas, Technical Analyst	invertus
10:00–16:00	Consultations on development & technical questions Jevgenij Visockij, Developer	invertus
10:00–13:15 14:15–16:00	Consultations on site search tool BRAD Dominykas Orda, Product Owner	BRAD
10:00–16:00	Consultations on PrestaShop 1.7 features and migration Tomas Vilimas, Partner Program Manager	invertus
10:00–16:00	PrestaShop strategy & plans for 2020 Simon Miratory, Events manager	PrestaShop

Organizers

PrestaShop invertus

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e-commerce: quality, performance and conversion