

PrestaShop (e)Commerce Week

Online Event
29 DE JUNIO - 3 DE JULIO



Lunes 29 de junio

SEO

9h30 - 10h30 UTC-5	15h00 - 16h00	16h00 - 16h30	14h00 - 15h00 UTC-5
Cómo obtener insights SEO en eCommerce para aumentar las visitas y ventas	Worldwide Tech: New technical features in PrestaShop 1.7.7	Towards a unified commerce without frontiers	Digitalización en Latinoamérica: oportunidades y desafíos
Natalia López Partner & Country Manager PuntoRojo México	Pablo Borowicz Core Development Manager PrestaShop	Alexandre Eruimy CEO PrestaShop	Luca Mastroianni Head of Internationalisation PrestaShop Xavier de Bellefon Chairman Cámara de Comercio Franco Mexicana Maria Fernanda Quiñones Presidenta Ejecutiva Cámara Colombiana de Comercio electrónico Yerka Yukich Lorén Secretaria Ejecutiva Centro Economía Digital Cámara de Comercio de Santiago

Martes 30 de junio

Webmarketing

9h30 - 10h30 UTC-5	15h00 - 16h00	16h00 - 16h30	14h00 - 15h00 UTC-5
Recomendaciones para una estrategia social selling exitosa	Worldwide Tech: How do we keep PrestaShop Secure?	PrestaShop & the profitability of your business model	Estrategias eficaces de Email Marketing y Automation para eCommerce
Mauricio Solís Social Selling Expert & CEO LNK Generadores de Demanda	Mathieu Ferment Senior Core Developer PrestaShop	Marilou Nielsen Marketing Program Manager PrestaShop Vincent Redrado Founder & CEO Digital Native Group	Ennio Castillo Partners & Integrations Manager Doppler

Miércoles 1 de julio

eCommerce 101

9h30 - 10h30 UTC-5	15h00 - 16h00	16h00 - 16h30	14h00 - 15h00 UTC-5
TBC	Worldwide Tech: PrestaShop's projects, 1.7.8 and beyond	Best Tips to choose your Payment Solution in PrestaShop	UX: buenas prácticas para tu eCommerce
Preparando algo genial	Pablo Borowicz Core Development Manager PrestaShop	Alexandre Darmon Lead Product Manager PrestaShop	Adriana Calero UX/UI Lead Olapic

Jueves 2 de julio

Scale Up (e)Commerce

9h30 - 10h30 UTC-5	15h00 - 16h00	16h00 - 16h30	14h00 - 15h00 UTC-5
Marketing digital: Construir y llevar una estrategia exitosa	Worldwide Tech: PrestaShop's Open Source project in 2020 - 2021	PrestaShop 1.7.7: what's new for our merchants?	Open Q&A with Doctor PrestaShop
Nicolas Leoni Marketing management consultant & CEO Nods Lab	Antoine Thomas Open Source Evangelist PrestaShop	Coline Ginestet Lead Product Manager PrestaShop	Jehyson Bustamante CEO PresTeamShop

Viernes 3 de julio

Better (e)Commerce

9h30 - 10h30 UTC-5	15h00 - 16h00	16h00 - 16h30	14h00 - 15h00 UTC-5
¿Como medir tu Ecommerce con Google Analytics? y optimizar su PrestaShop	Worldwide Tech: Automated tests at PrestaShop	Closing «Keynote»	Desafíos ágiles para aprovechar los marketplaces
Martin Garay Chief Operating Officer Andabi	Simon Garny Head of QA PrestaShop Boubker Bribri QA Automation Engineer PrestaShop	Alexandre Eruimy CEO PrestaShop	Nicolas D'Andrade Sr. Marketing Product Owner Mercado Libre