

PrestaShop (e)Commerce Week

Online Event
29 juin - 3 juillet

Lundi 29 Juin

SEO

9h30 - 10h30	15h00 - 16h00	16h00 - 16h30	18h30 - 19h30
Guide pratique : tripler le CA de mon site e-commerce PrestaShop grâce au SEO	Worldwide Tech: New technical features in PrestaShop 1.7.7	Towards a unified commerce without frontiers	SEO : Les bonnes pratiques pour faire mieux que sa concurrence
Emmanuel de Vauxmoret CEO VIKI consulting	Pablo Borowicz Core Development Manager PrestaShop	Alexandre Eruimy CEO PrestaShop	Nicolas Mercatili Gérant et co-fondateur SEMJuice

Mardi 30 Juin

Webmarketing

9h30 - 10h30	15h00 - 16h00	16h00 - 16h30	18h30 - 19h30
Les secrets pour une stratégie Social Commerce rentable!	Worldwide Tech: How do we keep PrestaShop Secure?	PrestaShop & the profitability of your business model	Les fiches produit gratuites de Google shopping, quels avantages les commerçants peuvent-ils en tirer ?
Léa Garmendia Directrice Conseil Digital & experte Facebook ads Ohmyweb!	Mathieu Ferment Senior Core Developer PrestaShop	Marilou Nielsen Marketing Program Manager PrestaShop Vincent Redrado Founder & CEO Digital Native Group	Aziz Beyrakdar Country Manager France DataFeedWatch

Mercredi 1^{er} Juillet

eCommerce 101

9h30 - 10h30	15h00 - 16h00	16h00 - 16h30	18h30 - 19h30
La checklist essentielle avant de lancer sa boutique en ligne	Worldwide Tech: PrestaShop's projects, 1.7.8 and beyond	Best Tips to choose your Payment Solution in PrestaShop	Sortie de crise : Reboostez votre expérience digitale. Benchmark International UX/UI
Christophe Bernon Senior Trainer PrestaShop Yousri Benghorbal Head of Merchant Success & Academy PrestaShop	Pablo Borowicz Core Development Manager PrestaShop	Alexandre Darmon Lead Product Manager PrestaShop	Fanny Pourcenoux Head of Global Design Contentsquare Alix Prudhon Head of Marketing Operations France Contentsquare

Jeudi 2 Juillet

Scale Up (e)Commerce

9h30 - 10h30	15h00 - 16h00	16h00 - 16h30	18h30 - 19h30
Benchmark des ERP intégrés à PrestaShop	Worldwide Tech: PrestaShop's Open Source project in 2020 - 2021	PrestaShop 1.7.7 : what's new for our merchants?	Top 5% : Dépasser le million de CA annuel sur un marché hyper concurrentiel
Maxime Varinard Fondateur Vaisonet	Antoine Thomas Open Source Evangelist PrestaShop	Coline Ginestet Lead Product Manager PrestaShop	Nicolas Rateau Head of MidMarket PrestaShop Anatole Rozan CEO, Ma Coque & Les Échoppes Nicolas Serres co-fondateur Run Better

Vendredi 3 Juillet

Better (e)Commerce

9h30 - 10h30	15h00 - 16h00	16h00 - 16h30	18h30 - 19h30
Booster sa conversion : les pratiques stars appliquées à PrestaShop	Worldwide Tech: Automated tests at PrestaShop	Closing «Keynote»	Marketplaces : Pourquoi les utiliser et comment en tirer profit?
Loïc Hélias Head of Acquisition & Data Performance Evolutive Group	Simon Garny Head of QA PrestaShop Boubker Bribri QA Automation Engineer PrestaShop	Alexandre Eruimy CEO PrestaShop	Guillaume Crosnier Directeur Commercial & Partenariats Capsule B

PrestaShop (e)Commerce Week

Online Event
29 GIUGNO - 3 LUGLIO



Lunedì 29 Giugno

SEO

10h00 - 11h00	15h00 - 16h00	16h00 - 16h30	18h00 - 19h00
SEO : 10 tips utili per cominciare nel eCommerce	Worldwide Tech: New technical features in PrestaShop 1.7.7	Towards a unified commerce without frontiers	SEO : Consigli pratici per essere più visibile dei tuoi competitori
Ivan Cutolo CEO SEO Chef	Pablo Borowicz Core Development Manager PrestaShop	Alexandre Eruiimy CEO PrestaShop	Massimo Fattoretto CEO Fattoretto

Martedì 30 Giugno

Webmarketing

10h00 - 11h00	15h00 - 16h00	16h00 - 16h30	18h00 - 19h00
Social Commerce, da dove cominciare?	Worldwide Tech: How do we keep PrestaShop Secure?	PrestaShop & the profitability of your business model	Google Shopping, novità e consigli pratici per ottimizzare le campagne
Arianna Ducoli Digital Marketing Specialist Calicantus Valentina Vellucci Digital Analyst & Partner MagillaGuerilla	Mathieu Ferment Senior Core Developer PrestaShop	Marilou Nielsen Marketing Program Manager PrestaShop Vincent Redrado Founder & CEO Digital Native Group	Jole Torre Google Ads Specialist e Co-Founder Be-We

Mercoledì 1 Luglio

eCommerce 101

10h00 - 11h00	15h00 - 16h00	16h00 - 16h30	18h00 - 19h00
ECommerce: la checklist per il lancio	Worldwide Tech: PrestaShop's projects, 1.7.8 and beyond	Best Tips to choose your Payment Solution in PrestaShop	Come ottimizzare la propria UX: insights e raccomandazioni pratiche
Valentino Bergamo CEO Calicantus	Pablo Borowicz Core Development Manager PrestaShop	Alexandre Darmon Lead Product Manager PrestaShop	Francesco Doveri Country Manager Italy Contentsquare

Giovedì 2 Luglio

Scale Up (e)Commerce

10h00 - 11h00	15h00 - 16h00	16h00 - 16h30	18h00 - 19h00
Advanced Case expert with Hirooks	Worldwide Tech: PrestaShop's Open Source project in 2020 - 2021	PrestaShop 1.7.7 : what's new for our merchants?	Scalare con PrestaShop, la storia di HiNelson.it
Roberto Albanese Digital Strategist Hirooks	Antoine Thomas Open Source Evangelist PrestaShop	Coline Ginestet Lead Product Manager PrestaShop	Marcello Labruna CEO & Founder HiNelson Luca Mastroianni Head of Internationalisation PrestaShop

Venerdì 3 Luglio

Better (e)Commerce

10h00 - 11h00	15h00 - 16h00	16h00 - 16h30	18h00 - 19h00
Strategia di marketing per Ecommerce: I percorsi di conversione	Worldwide Tech: Automated tests at PrestaShop	Closing «Keynote»	Marketplaces : Perché e come approffitarne?
Carlo Conti Sales & Marketing Manager Hostinato Luca Vasirani Co-founder Hostinato	Simon Garny Head of QA PrestaShop Boubker Bribri QA Automation Engineer PrestaShop	Alexandre Eruiimy CEO PrestaShop	Roberto Albanese Digital Strategist Hirooks

PrestaShop (e)Commerce Week

Online Event
29 DE JUNIO - 3 DE JULIO



Lunes 29 de junio

SEO

10h30 - 11h30	15h00 - 16h00	16h00 - 16h30	17h00 - 18h00
<p>SEO : 10 tips útiles para empezar en eCommerce</p>	<p>Worldwide Tech: New technical features in PrestaShop 1.7.7</p>	<p>Towards a unified commerce without frontiers</p>	<p>SEO : Optimizar el crawl budget con acciones sencillas</p>
<p>David Ayala SEO manager y cofundador SockData</p>	<p>Pablo Borowicz Core Development Manager PrestaShop</p>	<p>Alexandre Eruimy CEO PrestaShop</p>	<p>Ramon Garcia Galan Responsable Marketing Online InnovaDeluxe</p>

Martes 30 de junio

Webmarketing

10h30 - 11h30	15h00 - 16h00	16h00 - 16h30	17h00 - 18h00
<p>Romper las reglas gracias a la Social Influence</p>	<p>Worldwide Tech: How do we keep PrestaShop Secure?</p>	<p>PrestaShop & the profitability of your business model</p>	<p>SEA : Claves para idear una estrategia de Marketing Digital</p>
<p>Javier Garcia-Gallo Soy Olivia Media Group Alejandra Arenillas Soy Olivia Media Group</p>	<p>Mathieu Ferment Senior Core Developer PrestaShop</p>	<p>Marilou Nielsen Marketing Program Manager PrestaShop Vincent Redrado Founder & CEO Digital Native Group</p>	<p>Elena Vallés Esteban CMO Webimpacto Consulting Beatriz Lopez Ramirez Marketing Manager Webimpacto Consulting</p>

Miércoles 1 de julio

eCommerce 101

10h30 - 11h30	15h00 - 16h00	16h00 - 16h30	17h00 - 18h00
<p>La checklist esencial a seguir antes de lanzar tu ecommerce</p>	<p>Worldwide Tech: PrestaShop's projects, 1.7.8 and beyond</p>	<p>Best Tips to choose your Payment Solution in PrestaShop</p>	<p>UX : Optimiza el proceso de compra en tu tienda online</p>
<p>Jorge García Gómez Orgullosa cofundador Marketing Paradise</p>	<p>Pablo Borowicz Core Development Manager PrestaShop</p>	<p>Alexandre Darmon Lead Product Manager PrestaShop</p>	<p>Carlos Lucas Director de Marketing online Línea Gráfica Jose Antonio Borja Ferrari Marketing Manager Línea Gráfica</p>

Jueves 2 de julio

Scale Up (e)Commerce

10h30 - 11h30	15h00 - 16h00	16h00 - 16h30	17h00 - 18h00
<p>ERP, cómo conectar tu software de gestión empresarial a PrestaShop</p>	<p>Worldwide Tech: PrestaShop's Open Source project in 2020 - 2021</p>	<p>PrestaShop 1.7.7 : what's new for our merchants?</p>	<p>Vender + de 1 millón de Euros en un mercado muy competitivo con PrestaShop</p>
<p>Alejandro Ramos Tech Evangelist PrestaShop Juan Antonio Exposito Director ConectaSoftware</p>	<p>Antoine Thomas Open Source Evangelist PrestaShop</p>	<p>Coline Ginestet Lead Product Manager PrestaShop</p>	<p>Jorge Gonzalez Marcos Country Manager Spain PrestaShop Juan Calvo CEO & Founder Sololmprenta</p>

Viernes 3 de julio

Better (e)Commerce

10h30 - 11h30	15h00 - 16h00	16h00 - 16h30	17h00 - 18h00
<p>Conversión marketing : las métricas claves que seguir y consejos para mejorarlas</p>	<p>Worldwide Tech: Automated tests at PrestaShop</p>	<p>Closing «Keynote»</p>	<p>Marketplaces : ¿Por qué y cómo sacarles provecho?</p>
<p>Iñaki Tovar CEO Webpositer</p>	<p>Simon Garny Head of QA PrestaShop Boubker Bribri QA Automation Engineer PrestaShop</p>	<p>Alexandre Eruimy CEO PrestaShop</p>	<p>Pablo Renaud Academic Director Universidad eCommerce</p>

PrestaShop (e)Commerce Week

Online Event
29 CZERWCA - 3 LIPCA

Poniedziałek 29 czerwca

SEO

	11h30 - 12h30	15h00 - 16h00	16h00 - 16h30	17h30 - 18h30
TBC		Worldwide Tech: New technical features in PrestaShop 1.7.7	Towards a unified commerce without frontiers	Ucz się na błędach... konkurencji. Zaawansowana analiza SEO.
Już wkrótce!		Pablo Borowicz Core Development Manager PrestaShop	Alexandre Eruiimy CEO PrestaShop	Przemysław Michałek SEO Team Leader Agencja Widoczni

Wtorek 30 czerwca

Webmarketing

	11h30 - 12h30	15h00 - 16h00	16h00 - 16h30	17h30 - 18h30
	Jak promować e-commerce na Facebooku	Worldwide Tech: How do we keep PrestaShop Secure?	PrestaShop & the profitability of your business model	Tajniki bezpłatnych list produktów w Google - korzyści dla sklepów internetowych
	Marcin Bajda Dyrektor Sprzedaży CEE ROI Hunter	Mathieu Ferment Senior Core Developer PrestaShop	Marilou Nielsen Marketing Program Manager PrestaShop Vincent Redrado Founder & CEO Digital Native Group	Martin Ender DACH Regional Manager DataFeedWatch

Środa 1 lipca

eCommerce 101

	11h30 - 12h30	15h00 - 16h00	17h30 - 18h30	18h30 - 19h30
	Mój pierwszy sklep internetowy - jak go NIE robić?	Worldwide Tech: PrestaShop's projects, 1.7.8 and beyond	Best Tips to choose your Payment Solution in PrestaShop	TBC
	Joanna Staśkowiak Project Manager Jash Technologie Arkadiusz Kondys Project Manager Jash Technologie	Pablo Borowicz Core Development Manager PrestaShop	Alexandre Darmon Lead Product Manager PrestaShop	Już wkrótce!

Czwartek 2 lipca

Scale Up (e)Commerce

	11h30 - 12h30	15h00 - 16h00	16h00 - 16h30	17h30 - 18h30
	Skalowanie z PrestaShop - historia Aniakruk.pl	Worldwide Tech: PrestaShop's Open Source project in 2020 - 2021	PrestaShop 1.7.7 : what's new for our merchants?	5 sposobów na content marketing dla sklepu internetowego
	Lukasz Janik CEO Waynet Luca Mastroianni Head of Internationalisation PrestaShop	Antoine Thomas Open Source Evangelist PrestaShop	Coline Ginestet Lead Product Manager PrestaShop	Jan Kinal CEO Setugo.pl

Piątek 3 lipca

Better (e)Commerce

	11h30 - 12h30	15h00 - 16h00	16h00 - 16h30	17h30 - 18h30
	Co wpływa na współczynnik konwersji w sklepie internetowym?	Worldwide Tech: Automated tests at PrestaShop	Closing «Keynote»	Jak wykorzystać globalny potencjał internetowych platform marketplace
	Michał Janeczek Co-Founder PrestaPros	Simon Garny Head of QA PrestaShop Boubker Bribri QA Automation Engineer PrestaShop	Alexandre Eruiimy CEO PrestaShop	Konrad Zach Founder & CEO ThinkHUB

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