



IDEORIA

Grupa INFOR PL

KONFERENCJA

International Business On-Line

9 kwietnia 2019

Warszawa, Hotel Novotel Airport



Szanowni Państwo,

zapraszamy na pierwsze w Polsce, międzynarodowe wydarzenie o internacjonalizacji strategii digitalowej. Będziemy mówić o ekspansji, o działaniu na kilku rynkach jednocześnie, ale przede wszystkim o związanych z tym wyzwaniach i możliwościach.

Pokażemy jakie działania digitalowe nastawione na sprzedaż oraz marketing są kluczowe w prowadzeniu międzynarodowego biznesu.

Będziemy mówić o pomysłach, planowaniu, strategii oraz wynikach, a to wszystko w oparciu o wieloletnie doświadczenie naszych prelegentów, którzy z sukcesem funkcjonują na kilku rynkach jednocześnie.

Podczas spotkania omówimy najciekawsze CASE STUDIES z Europy i Polski, tak aby wiedza naszych ekspertów oraz ich cenne wskazówki były możliwe do wykorzystania w Waszych organizacjach!

Wśród prelegentów znajdą się najważniejsi Premier Partnerzy Google z całej Europy oraz ich klienci.

DANIA – Web2Media – Bon´a Barte

WŁOCHY – Richclicks – Blauer.USA

CZECHY – Effectix.com

WĘGRY – Growww Digital

Do udziału zapraszamy przede wszystkim:

- Wyższą Kadrę Zarządzającą
- Przedstawicieli Działów Marketingu
- Przedstawicieli Działów Sprzedaży

oraz wszystkich tych, którzy planują ekspansję zagraniczną swojej firmy!

Partner Merytoryczny:



Partner Merytoryczny:



Patron:



Ramowa Agenda

9:00 Rejestracja, poranna kawa

9:30 Rozpoczęcie Konferencji

Magdalena Marczak-Makowska, Kierownik Działu Projektów, Ideoria Sp. z o.o.

Zbigniew Nowicki, Managing Director, Bluerank Sp. z o.o.

Keynote Speech

9:45 The global challenges and opportunities that e-commerce retailers are facing

Jim Banks, Google Ads and Facebook Ads Expert, CEO, Spades Media

CASE STUDY Bon'a Barte

10:20 Actuality and relevans in your Email marketing and Marketing Automation, can drive loyalty and sales across Europe

Jesper Holst, eCommerce Sales & Operation Manager, DK Company/Bon 'a Barte

Allan Jørgensen, Founder, Web2Media

CASE STUDY Blauer USA

11:00 Ecommerce Internationalization. How Blauer USA opened itself to new markets online with the E-Commerce, and the importance of using the right strategies

Simone Luciani, CEO and Founder, Richclicks Blauer.USA

11:40 Przerwa kawowa

12:10 How to export with Google

Przedstawiciel Google Polska

Ramowa Agenda

CASE STUDY Shopbuilder

12:50 How to become a strong player in 7 CEE countries. Strategy and tactics from Shopbuilder food supplements

László Szabó, Co-founder, Head of Growth, Growww Digital

Robert Sztipity, CEO, Shopbuilder

13:30 CASE STUDY POLSKA

14:10 Przerwa lunchowa

15:10 Wyzwania prawno- podatkowe na zagranicznych rynkach.
PWC

CASE STUDY Effecix

15:50 Challenges and specifics of expanding to Czech market

Specifics of czech ecommerce market. Behavior, customs and expectations of czech customers, demonstrated by data and actual cases of our clients.

Alexander Visnyai, Chief Business Development Officer, Effectix

Eva Durnová, Business Development Manager, Effectix

16:30 Podsumowanie Konferencji

17:00 Zakończenie Konferencji, Networking

Prelegenci

Jim Banks

*Google Ads and Facebook Ads Expert, CEO,
Spades Media*

CEO of Spades Media, a digital marketing agency that specialises in paid media advertising on Facebook, Google, Bing and Amazon. Spades Media are a certified HubSpot Partner and badged Google Partner. Jim has worked with a number of online eCommerce retailers around the world. One of the pioneers of high-volume paid media campaigns, Jim bought his first paid media traffic back in 1999 and set up one of the first specialist paid media agencies in 2000. Since then Jim has worked with over 1000 businesses of all sizes. Those businesses have generated in excess of \$1.7 billion USD in eCommerce sales. Jim is a well-travelled, sought-after, keynote speaker.



Eva Durnová

Business Development Manager, Effectix

Eva is business development manager and account manager of Effectix Export team. She is focused on acquiring up-to date data and knowledges and uses them for supporting export development for existing and possible-future clients of Effectix.

Prelegenci

Jesper Holst

*eCommerce Sales & Operation Manager,
DK Company/ Bon 'a Barte*

With great experience within almost anything that relates to eCommerce operations, Jesper is currently positioned as Sales & Operation Manager at DK Company, one of Denmark's largest fashion groups, where he's responsible for growing a current gross revenue of more than 40 million combined in five different countries. Jesper's biggest experience are within everything that relates to e-mail marketing, personalization, campaign planning and CRO. Even though Jesper often relies on best practice he's also known for doing things "the odd way" and a little bit different from everybody else, which often results in him getting one step ahead of the competitors – or sometimes the opposite. He believes in taking chances because the upside is often greater than the potential downside.



László Szabó

Co-founder at Growww Digital

Online growth expert, co-founder of Growww Digital, CEE digital marketing agency. More than 10 years of experience with export as a performance marketer, regularly appearing on international conferences. Google Partners Trainer for Export in Slovakia.

Prelegenci



Allan Jørgensen

Founder, Web2Media

Great experience in online marketing and strategic development of online companies throughout various markets in Europe. I have build up a large insight in the online market and its development. Hereby experience as both Head of Marketing (CMO), with focus on ROI, strategic partnership and business optimization/development as well as Commercial Manager (CCO) with specialty in integrated solutions on the web. I founded 3 companies, and many more projectst and tools. Through my companies we have more than 40 employees across multiple expertise levels and specialities. I am driven by people oriented results and believe in "who" over "what". I strongly believe tha in order to get things in return, you must always start to give out. Besides my digital, commercial and leadership backgruond, I have a large insight in CSR and the potentials for a company hereby through my work with online charity programs. Through my previous work within the licensing industry, where I worked with many of the biggest football clubs and the biggest brands in the world, I obtained further experience of top negotiation and strategic development thus also giving an unique insight to sales and marketing effort of such major international brands. In summary my experience covers areas such as: Experience and responsibility within marketing communications, herunder including advertising and promotions, sales management, product development, distribution channel management, pricing, market research, and customer service. Within this wide area the ability to work on a strategc level ensuring high goals - and perform on an operationel level to achieve these goals.

Prelegenci

Simone Luciani

Founder and CEO, Rich Clicks

Simone is the Director and Founder of Rich Clicks, an innovative and award-winning Digital Marketing Agency with a strong focus on E-Commerce and Digital Localization. He founded the agency 5 years ago, leading it to be one of the most important Google Partners in the EMEA market, being in the top 100 for 3 years in a row. Simone is also a judge at UK Digital Experience Awards and Digital Marketing Lecturer in universities and independent academies. He graduated at the Institute of Direct and Digital Marketing (London) achieving a master in Digital Marketing (Dip DigM - NQF 7). He also studied at Doug Richard's "School of Startups" in London. Simone is a Google Qualified Individual for Search, Google Shopping, Display, Video, Mobile, Analytics. He is also Inbound Marketing Certified with Hubspot and has achieved the Usability Testing certification at the Nielsen Norman Group User Experience Certification Program. In his free time, he runs marathons all over the world, being the 3rd Italian in history to run all the 6 Major Marathons of the World, sub 3 hours.



Prelegenci



Robert Sztipity

CEO, ShopBuilder Sport Supplements Webstore

Experienced Chief Executive Officer with a demonstrated history of working in the health wellness and fitness industry. Skilled in Search Engine Optimization (SEO), Business Planning, Team Building, Management, and Start-ups. Strong business development professional graduated from ETF Zagreb.

Alexander Visnyai

Chief Business Development Officer, Effectix

Alex is a valuable part of Effectix for eight years. His experience went from the starting position as business developer to the top management, from which he is currently overseeing effective marketing solutions for every client Effectix has. He is focused on delivering support for our business developers in any possible way.

