

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

Martes 30 de junio

## Webmarketing

| 10h30 - 11h30          | 15h00 - 16h00                                              | 16h00 - 16h30                                                                                                                 | 17h00 - 18h00                                                                                                                   |
|------------------------|------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| TBC                    | Worldwide Tech:<br>How do we keep<br>PrestaShop<br>Secure? | PrestaShop<br>& the profitability<br>of your business<br>model                                                                | SEA :<br>Claves para idear<br>una estrategia de<br>Marketing Digital                                                            |
| Preparando algo genial | Mathieu Ferment<br>Senior Core Developer<br>PrestaShop     | Marilou Nielsen<br>Marketing Program<br>Manager<br>PrestaShop<br><br>Vincent Redrado<br>Founder & CEO<br>Digital Native Group | Elena Vallés Esteban<br>CMO<br>Webimpacto Consulting<br><br>Beatriz Lopez Ramirez<br>Marketing Manager<br>Webimpacto Consulting |

Miércoles 1 de julio

## eCommerce 101

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

Jueves 2 de julio

## Scale Up (e)Commerce

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

Viernes 3 de julio

## Better (e)Commerce

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