



EXPO FLOOR AGENDA 2019 DAY ONE

	CX Demand Strategy	Payments
10:00	Leveraging your brand in a landscape dominated by Marketplaces With the rise and evolving dominance of Marketplaces like Takealot, Konga and Jumia, it's important, and possible, to stay relevant with your customer base so they keep coming back. <i>Mike Joubert (Billybo)</i>	Optimizing your online payments for a higher AOV You've nailed the basics but how can you refine your payments experience to create trust, build confidence and increase revenue. This quick-fire Q&A session will leave you ahead of the competition when it comes to ecommerce payments.
11:00 Networking 1	Best practice for expanding into a new target audience This session will show how to take advantage of new audiences in new markets efficiently. It will address how innovation is impacting e-commerce retailers today and what you can plan for tomorrow. <i>Tumi Menyatswe (Minderz)</i>	Security and fraud prevention in a digital industry This speaker will answer some of the most challenging questions that merchants, and other payment processors, are asking related to ecommerce solutions—how they help to reduce fraud while increasing the customer experience
11:30	Dominating Facebook Advertising in 2019 See what worked and didn't work in 2018 and how to increase engagement, awareness and sales through Facebook advertising in 2019	Common payments mistake to avoid in 2019 Join an ultra-successful entrepreneurs they walk you through what they wish they knew about ecommerce and payments when starting on their digital journey
12:30 Lunch	Know this before driving resources into multi-channel! 1. The Omni-channel landscape in 2018 2. Common mistakes Omni-channel mistakes and how to avoid them. 3. Can driving too many channels hurt your ecommerce business? <i>Chantel Smit (Travelstart)</i>	Basics of cross border payments: what every company planning to accept payments internationally needs to know Expanding your e-commerce business outside your borders is not as simple as marketing products or services to consumers in a new market and waiting for the orders to roll in. Payment methods, culture, language, currency, repatriation, banking/processing relationships and more are important considerations. Our expert panel will discuss: <ul style="list-style-type: none">• How a cross-border payments strategy can be critical to your company's success in a new market and what relationships you will need• Pitfalls to avoid when entering a new market and best practices for payment acceptance in select regions
13:30	How small business can use the power of Artificial Intelligence. How is artificial intelligence shaping the ecommerce landscape, and how small business can utilize this powerhouse technology to improve experience and increase sales.	Next generation payment experience technology and design: Payment trends that have changed how we pay today & what to expect in the future and how it will affect user experience
14:30	Influencer Marketing Macro vs. Micro – where to invest. Influencer marketing should be in every marketing plan, but should you be using a few big name influencers or a whole host of micro influencers?	How to Build a payments strategy for Millennials & Generation Z: is there really a need to change? What will that look like?

15:30 Networking 2	<p>A beautiful mind: the Google equation to unlocking seach and display.</p> <p>A quick and dirty ecommerce #hackathon to maximise your ROI on Google Adwords and Search. Learn today. See results tomorrow.</p>	<p>Ecommerce returns: Policy, Rates and Best Practices for 2019.</p> <p>Returns can an ecommerce virus — aggressively attacking profit margins, gutting conversion rates, and ultimately threatening your business. This session shows how your return policy can increase conversions and retention.</p>
16:00	<p>Top 5 African strategies for South African retailers</p> <p>Expanding into Africa is an objective that sits in almost every South African retailer's strategic pipeline. This session will cover the foundation strategic considerations that must be addressed when planning for an African expansion.</p> <p><i>Warwick Kearnes (ecomm academy)</i></p>	<p>Tapping China: The Alipay and WeChat Pay Gateway.</p> <p>China is the largest e-commerce market in the world, but, if you want to tap into the enormous revenue opportunity, credit-card acceptance is not going to work with consumers there. Wallets and social selling may not be fully adopted in the West, but they are a must to compete in China.</p>
17:00	Close of Day One	

EXPO FLOOR AGENDA 2019 DAY TWO

	CX Demand Strategy	Fulfillment
10:00	<p>Taming the social dragon: Crisis management and experience hacks to be on winning side of social in 2019.</p> <p>Social media has redefined the way we communicate and opened channels of engagement between brands and customers that never before existed. But when things go wrong they can spiral fast, and one bad experience vented has the ability to sink established brands and wipe millions off of valuations. Understanding the social dragon and how to tame it can save your business and your livelihood.</p> <p><i>Jean Buckham (Ginbox)</i></p>	<p>Affordable ways to build loyalty through delivery and the last mile experience.</p> <p>Discuss personalized, on-demand, same-day AM/PM, scheduled and white glove delivery as sustainable ways to meet consumer expectations</p>
11:00 Networking 1	<p>Subscribed: more revenue, happier clients, lower costs, unlimited scale and trillion dollar market – see how you can access the subscription economy.</p> <p>Companies running on subscription models grow their revenue more than 9 times faster than the S&P 500. Gain insight into the subscription business model, why it is so powerful and how to transition your business into a subscription service.</p>	<p>Real time last mile visibility for your business made easy and why you'll lose customer without it.</p> <p>How track and trace technologies, route optimization software and user-friendly app interfaces can create a more flexible, cost-effective last mile.</p>
12:00	<p>How to Build the Employee Experience and a Culture of Continuous Improvement that matters.</p> <p>Improving the employee experience for good CX and how to build a learning organization in a culture of continuous improvement resulting in better decision making and better product delivery.</p>	<p>Backing the underdog: Are the delivery giants the logical choice for a startup business?</p> <p>Can a small local fulfilment provider be a better option for your business than the global Goliaths?</p>
13:00	<p>What's the Deal with Customer Journey Maps?</p> <p>You know what journey mapping is, but why is vital to the growth of your business and how can small business compete with enterprise organizations using journey mapping as a foundation for customer experience.</p>	<p>Disruption in the last mile: Through the looking glass into tomorrow's tech today.</p> <p>Understand the impact of change: Hear from a start-up who is disrupting the last mile with new technologies and urban delivery, and see how your business can benefit from this change</p>
13:30 Lunch	<p>The rise of passive consumption and why you need to podcasting today!</p> <p>Before AI, AR and VR.... Audio will be the next great platform. See how creating a podcast is the best way to take advantage of passive consumption and build a relationship with key customer segments</p>	<p>The Fast & The Furious: Rapidly changing customer expectations can be good for business with the right set of tools.</p> <p>How changing customer expectations in the last mile can be a serious growth driver for ecommerce.</p> <p><i>ThembaniBiyam (OrderIn)</i></p>
14:30		
17:00	Close of Day Two	

Please Note: All tracks run concurrently