eCommerce Africa 2019

19 - 20 March 2019 | The CTICC | Cape Town
Expo Floor Agenda

	19 March	Day 1	
	CX Demand Strategy	**Payments**
10:00	Leveraging your brand in a landscape dominated by Marketplaces *Mike Joubert, Founder, Billybo Group*	Optimizing your online payments for a higher AOV *Craig Kinnear, CEO, Drenched*
11:00 Networking 1	*Reserved for CitiXsys*	Security and fraud prevention in a digital industry
11:30	Dominating facebook advertising in 2019 *Sue Little, Digital Marketing Specialist, Red & Yellow*	Common payment mistakes to avoid in 2019 *Rahul Jain, Co-founder, Peach Payments*
12:30 Lunch	Know this before driving resources into omni-channel! *Chantel Smit, Head of CRM, Travel Start*	Basics of cross border payments: what every company planning to accept payments internationally needs to know *Nico Sholtz, Network Operations Manager, Sage Pay*
13:30	How small business can use the power of Artificial Intelligence *Reserved for Netsuite*	Next generation payment experience technology and design:
14:30	Influencer Marketing Macro vs. Micro – where to invest. *Federico Dedeu, Vice President, Indahash*	How to build a payments strategy for millennials & generation z
15:30 Networking 2	A beautiful mind: the Google equation to unlocking search and display *Gift Gana, Co-founder, Intelikit*	Ecommerce returns: Policy, rates and best practices for 2019
16:00	Top 5 African strategies for South African retailers	Tapping China: The Alipay and WeChat pay gateway
17: 00	Close of day one	

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	20 March	Day 2	
	CX Demand Strategy	**Fulfilment**
10:00	Taming the social dragon: Crisis management and experience hacks to be on the winning side of social in 2019 **Jean Buckman, Founder, Gin Box**	Affordable ways to build loyalty through delivery and the last mile experience
11:00 Networking 1	Subscribed: more revenue, happier clients, lower costs, unlimited scale and a trillion-dollar market – see how you can access the subscription economy **Reserved for Daily Dish**	Real time last mile visibility for your business made easy and why you'll lose customer without it **Reserved for Interroll**
12:00	How to build the employee experience and a culture of continuous improvement that matters **Klaus Lombardozzi, Organisational Effectiveness Coach, The Leadership**	Backing the underdog: Are the delivery giants the logical choice for a startup business?
13:00	What's the deal with customer journey maps? **Julia Ahlfeldt, Customer Experience, JA Consulting**	Disruption in the last mile: Through the looking glass into tomorrow's tech today
13:30 Lunch	The rise of passive consumption and why you need to be podcasting today! **Jovana Harku, Hero Tel**	The Fast & The Furious: Rapidly changing customer expectations can be good for business with the right set of tools **Tembani Biyam, Head of Growth, Orderin**
14:30	Close of day two	