

# BIG <sup>2013</sup> eCommerce

Conference London | South East

## **Speaker Submission Form**

**27<sup>th</sup> September 2013**





We are currently looking for speakers for **The BIG eCommerce Conference 2013**. Now in its second year after a very successful launch the conference is going from strength to strength and we want you to be involved. The Conference includes 5 scheduled seminars from industry experts and a 3 track workshop program to include a choice of 3 out of 9 workshops.

Speakers will be expected to present for around 45 minutes in either the main conference hall or in our smaller workshop rooms.

The Workshops will provide a mix of valuable information to a broad audience of retailers, manufacturers, start-up, established, brands and e-tailer's all looking for advice on eCommerce from experts such as yourself.

Speakers will be able to educate those interested in the rapidly changing world of eCommerce. By speaking at our event you will show yourself as a leader within your industry demonstrating your expertise to key decision makers.

Organisers b:web have won numerous eCommerce design awards, have received a nomination for The Toast of Surrey Business Award and have recently won support from **Dragons Den – Theo Paphitis**.

If you have any questions, please contact Zoe Brown.

**Phone:** 01483 799 475

**Email:** [info@theBIGeCommerceConference.co.uk](mailto:info@theBIGeCommerceConference.co.uk)



**The BIG eCommerce conference** will cover a broad range of topics shown below:

## **Content Management & Web Analytics**

eCommerce design best practice  
Conversion and retention  
Google analytics and adwords  
Web optimisation  
eCommerce platforms and functionality  
Payment/Shopping cart solutions

## **Data & Marketing Analytics**

Data protection and Cookies  
Legal requirements  
Database marketing  
Research and insight  
Offline vs online marketing  
Marketing strategy for eCommerce

## **Social Media Marketing & Analytics**

Introduction to social media  
Current and past trends  
Social media strategy  
ROI on social media  
Legalities and ethics

## **Search Marketing**

Blogging for maximum SEO  
Search and social media  
Search engine optimisation  
Google guidelines  
Paid Search

## **Email & Mobile**

Campaign strategy  
Content strategy  
Legal obligations  
Design and deliver-ability  
Best practice  
Mobile Commerce

## **Motivation and Inspiration**

eCommerce Case studies  
Sales and business coaching  
Big brand techniques for the small business

This is a suggested topics list and is open to additional suggestions that you feel would be relevant. Email [info@theBIGeCommerceConference.co.uk](mailto:info@theBIGeCommerceConference.co.uk) with any further speaker topics.



## 2013 Speaker submission form

Forms must be submitted before the 1st of June 2013.

Name of Speaker

Job Title

Department

Company

Address

Preferred contact number

Email

Title of presentation - this needs to be captivating and clearly outline your topic of discussion.  
(maximum of 20 words)

Presentation Synopsis (maximum of 50 words)



## 2013 Speaker submission form (continued)

Forms must be submitted before the 1st of June 2013.

Speaker Biography (maximum of 50 words)

Please list the topics your presentation will cover (refer to the topics on the previous page)

Outline in no less than 4 points what benefits our delegates will get from your presentation

This form is for reference purposes only. If you would like to submit your information please refer to our online submission form at:

[www.theBIGeCommerceConference.co.uk/speakerform.html](http://www.theBIGeCommerceConference.co.uk/speakerform.html)



## Summary of The BIG eCommerce conference 2012

<b>Event Days:</b>	1
<b>Tracks:</b>	3
<b>Sessions:</b>	14
<b>Speakers Involved:</b>	11
<b>Tickets sold:</b>	94 (sold out)
<b>Total in Attendance:</b>	120
<b>Sponsors:</b>	10

## Projections for The BIG eCommerce conference 2013

<b>Event Days:</b>	1
<b>Tracks:</b>	3
<b>Sessions:</b>	14
<b>Speakers Involved:</b>	12
<b>Tickets sale projections:</b>	200
<b>Sponsors:</b>	?



There is no charge for submitting forms for consideration. All submissions will be independently reviewed to create a **balanced programme** in-keeping with the topics and themes presented.

Upon review, all successful submissions will be contacted to confirm your selection, timing and inclusion.

Speaker fees will be reviewed on an individual basis.

If you are successful in being one of our **chosen speakers** you will benefit by:

- Being presented as a leader within your chosen field
- Online advertising
- Extensive social media campaign
- Positive exposure
- Email Campaigns

## Contact Us

**Zoe Brown**

**Email:** [info@theBIGeCommerceConference.co.uk](mailto:info@theBIGeCommerceConference.co.uk)

**Phone Number:** 01483 799 475