



# Best Practices for Magento Conference Presentations





# Presentation Guidelines for Magento Conferences

1. Magento Conferences usually have multiple tracks with different focuses, for example:
  - a. B2B
  - b. Business Strategies
  - c. Commerce Best Practices
  - d. Digital Marketing
  - e. International Expansion
  - f. Innovation
  - g. Technical
2. We are looking for experienced speakers who are compelling and engaging. Show us you are a strong speaker. Send videos of previous speaking engagements.
3. We encourage everyone to submit on multiple subjects. However, due to limited sessions we generally choose only one submission per company.
4. Commerce is a team sport. Consider teaming up with a merchant to tell a success story.
5. We have aggressive timelines for selecting speakers. A late response may result in your submission(s) being disqualified.

## **DO's**

1. Ask your customers to talk for you about their implementations:
  - a. Invite merchants to tell their story
  - b. Use real life examples and statistics
  - c. Share the merchant's journey, including challenges, successes, and lessons learned
2. Provide a unique or interesting point of view on digital commerce trends or topics:
  - a. What unique point of view or compelling argument are you making?
  - b. Why is this trend or topic innovative in the commerce industry?
  - c. How is it different from what's known/been discussed/written about previously?
  - d. If your topic is innovative, we will work with you to help tailor your presentation to meet the needs of our audiences.
3. Offer applications for the audience to utilize after leaving the presentation:
  - a. Specific best practices
  - b. Clear key takeaways
  - c. Practical advice

## **DON'Ts**

1. No sales or product pitches.
2. No recycled presentations. We like fresh content!

# Review some Top-Rated Magento Conference Presentations

## Imagine 2017

1. [How Graze is Experimenting Their Way to Growth](#) (Ed Read, Graze; Osvaldo Spadano, Elastera)
2. [Ongoing Adventures in Conversion Optimization](#) (Stewart McGrath, sectio.io; Kate Morris, Adore Beauty)
3. [Transforming a Classic American Fashion Brand with Magento 2](#) (Joshua Warren, Creatuity)
4. [Thriving in an Amazon World](#) (Adam Morris, Redstage)
5. [B2B eCommerce Best Practices – A Conversation with Magento Merchants and Solution Partners](#) (Rebecca Dube, Rousseau Metal (Mike Gartner, Mike Rorquist, Construction Fasteners & Tools; Lisa Mychalishyn, Centimark; Rob Tull, Classy Llama; Berny Chen, Magento)
6. [Advanced Search Strategies for Magento Merchants](#) (Ronald Dod, Visiture, LLC)
7. [PCI, ADA, and COPPA - OH MY: Managing Growing Compliance Burden in Digital Commerce](#) (Phillip Jackson, Something Digital)
8. [How Magento Front-end is Going from Zero to Hero](#) (Bartek Igielski, SNOW.DOG; Alex Somerville, Demac Media)
9. [Ask the Experts: Tips and Tricks to Streamline Migrating from Magento 1 to Magento 2](#) (Daniel Cuevas Zamora, Pinpoint; Sander Mangel, FitForMe; Max Pronko, The Irish Store & Gifts Direct; Gabriel Guarino, Wagento; Max Yekaterynenko, Magento)

## MagentoLive UK 2017

10. [How Artificial Intelligence Will Change eCommerce by 2020](#) (Irina Lam, Omniconvert)
11. [Remastering Magento 2 Frontend with React & Angular](#) (Riccardo Tempesta, Magespecialist)
12. [Monitoring Your Cache Effectiveness in Magento 2](#) (Tony Brown, Space 48)
13. [Driving Innovation in the Mobile Experience](#) (Moderator: Eric Erway, Magento Commerce; John Fitchett, ebizmarts POS; Jamie Huskisson, JH; David Smallwood, PayPal UK; Eelco van Wijk, JMango360)