

Speakers



Thomas Power (Conference chair)
Special Powers: Internet specialist, social media, innovation, ecademy Chairman.



Phil Rothwell
Special Powers: Sales and marketing strategy, ecommerce, web services



Suzanne Dibble
Special Powers: Legal advice for small business, internet law, small print .



Matt McNeill
Special Powers: Permission and mobile marketing, HTML newsletters.



Karen Skidmore
Special Powers: Web marketing systems, autoresponder campaigns, social media.



Zoe Brown
Special Powers: Software engineer, website design specialist, SEO.



John Wilkes
Special Powers: Paid Search; Google Adwords, Microsoft Adcentre, Analytic Decisions, Website Conversion Specialist



Sally Pritchett
Special Powers: Creative & design, marketing strategy, business development



Sarah Orchard
Special Powers: Marketing strategy, online businesses, email marketing, social media.



James Puddicombe
Special Powers: Modern business analysis, unbridled enthusiasm.



Jeremy Nelson-Smith
Special Powers: Internet marketing, SEO, Pay-Per-Click, Landing Page Optimisation and Google Analytics.

<b:web>

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BIG 2012 eCommerce

Conference London | South East

Be inspired by presentations, workshops, panel sessions and networking.

Learn how to drive more of the right kind of traffic to your website.

Understand how customers are using channels to find products and emerging technology

Differentiate your website from the competition, maintain customer loyalty and increase your reach.

Conference Schedule

MORNING

- 08:30** Doors Open, Registrations begin, Arrival Breakfast, Coffee and Networking
- 09:15** Welcome to The BIG eCommerce Conference 2012
- 09:20** Speaker introductions and summary of events
- 09:30** Seminar One – Transform your email marketing in 45 minutes
- 10:15** Workshop Session One
- 11:00** Coffee break
- 11:15** Seminar Two - Legal. 10 must know legalities about eCommerce and Internet marketing
- 12:00** Workshop Session Two

LUNCH

- 12:45** Buffet Lunch (sponsored by b web)
- 12:45** Networking with speakers
- 12:45** Networking and card swaps with delegates

AFTERNOON

- 13:30** Seminar Three – Sealing the deal
- 14:15** Workshop Session Three
- 15:00** Coffee break
- 15:15** Seminar Four – Tweet Daily. Blog Weekly. Video Monthly
- 16:15** Seminar Five – Questions and Answers from a live panel of experts.
- 17:00** Networking
- 17:30** End



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Seminars

9.30 - Matt McNeill

Transform your email marketing in 45 minutes



Matt McNeill, email marketing expert and founder of Sign-Up.to, will take you through his top tips that will transform the results you get from your campaigns.

11.15 - Suzanne Dibble

Legal. 10 must know legalities about eCommerce and internet marketing



Suzanne shares the legal facts that should underpin all online businesses.

13.30 - Phil Rothwell

Sealing the Deal (customer experience)



Phil Rothwell talks about the importance of developing a user experience that is both easy to navigate and can scale as your online business grows.

15.15 - Thomas Power

Tweet Daily. Blog Weekly. Video Monthly.



Embracing Social Media in business is a controversial discussion based on Thomas's own journey following his prediction that "Twitter can run a country".

16.15 - Questions and Answers

from a live panel of experts

Workshops

Session One - 10.15am

James Puddicombe presents "The guide to successful online local retailing"

Wells Room

Sally Pritchett presents "ROI on Social Media."

Kemp Room

John Wilkes presents "Paid Search – from big to small."

Ogilvy Room

Session Two - 12.00pm

Karen Skidmore presents "How to stop being a social media magpie"

Wells Room

Sarah Orchard presents "The 5 steps to building a successful online business"

Kemp Room

Zoe Brown presents "What are keywords and how to find yours?"

Ogilvy Room

Session Three - 14.15pm

Sarah Orchard presents "Aren't blogs a bit old hat these days?!"

Wells Room

Jeremy Nelson-Smith presents "Google Analytics: boost sales using analytics data"

Kemp Room