

ATTENDEE QUICK START GUIDE

Unparalleled industry
expertise. Grow with it.



**ECOMMERCE
EXPO**

VIRTUAL 2021

2nd – 4th March 2021
www.ecommerceexpo.co.uk

In
association
with



**TECHNOLOGY
FOR MARKETING**



WELCOME TO ECOMMERCE EXPO VIRTUAL IN ASSOCIATION WITH TECHNOLOGY FOR MARKETING 2021

Closerstill Media is so excited to welcome you to eCommerce Expo Virtual with Technology for Marketing 2021

If you need additional help, we have the following options available to you:

Email Support

If you have additional issues, please email
ecommercexpo@closerstillmedia.com
tfmmarketing@closerstillmedia.com

Please note that due to the volume of emails, response times may be slow. We encourage you to utilize the resources listed below for a faster answer.



**ECOMMERCE
EXPO**
VIRTUAL 2021

2nd - 4th March 2021
www.ecommercexpo.co.uk

In
association
with



**TECHNOLOGY
FOR MARKETING**

4 STEPS TO GET STARTED



Ready to get going?

Check off these 4 easy steps to get started in the eCommerce Expo and Technology for Marketing Virtual 2021 Platform

- Step 1:** Login to the platform
- Step 2:** Build and edit your profile
- Step 3:** View “Full Programme” and create your personalized agenda
- Step 4:** Browse our “Sponsors Gallery” and build your list of favorites



ECOMMERCE
EXPO

VIRTUAL 2021

2nd – 4th March 2021
www.ecommerceexpo.co.uk

In
association
with



TECHNOLOGY
FOR MARKETING

STEP 1: LOGIN



① Your eCommerce Expo and Technology for Marketing Virtual 2021 conference account has already been created and pre-populated with information you provided at registration. You should have received an email from noreply@swapcard.com with a button directing you to a login page.

• If you did not receive an email, please check your spam/junk.

② You may also login directly via a weblink at:
<https://app.swapcard.com/event/ecommerce-expo-virtual-2021>

using the email address you provided when you registered for the conference.

③ After you enter your email you will be prompted to create a **password**.

• Please be sure to retain this password for the remainder of the conference.

④ Once you login you will be brought to the conference Home Page.



**ECOMMERCE
EXPO**

VIRTUAL 2021

2nd – 4th March 2021
www.ecommerceexpo.co.uk

In
association
with

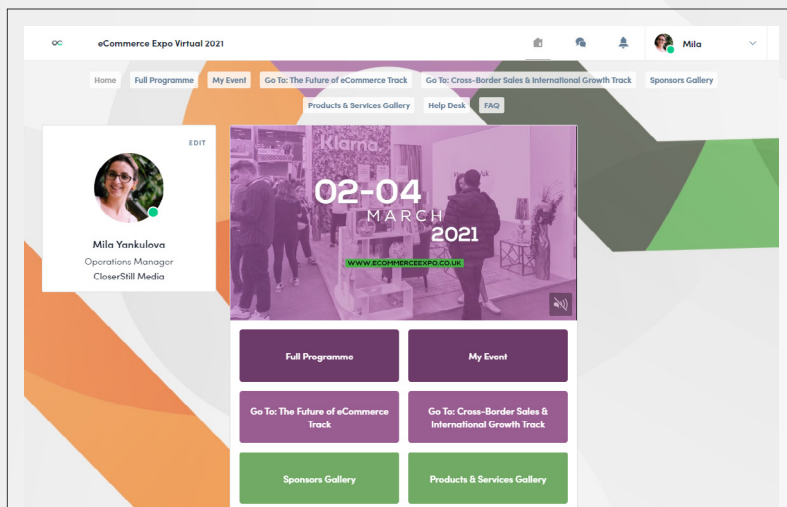


**TECHNOLOGY
FOR MARKETING**

STEP 2: EDIT YOUR PROFILE



- 1 From the **Home Page**, look on the left side of the screen where you will see a box with your name, title, company and headshot (if applicable).
- 2 Click the **Edit** button in the top right of that box.
- 3 This will take you to your **profile**. Once you are in profile view you can edit various areas including your name, title, company, headshot, bio, social media, and contact details.
- 4 Click any of the **Edit** buttons to edit that section.



STEP 3: VIEW SESSIONS

3

- 1 From the Home Page buttons or Top Menu, Navigate to full programme – **Live on Tuesday 2nd March – Thursday 4th March**
- 2 This will take you to a list of sessions for that day/category.
- 3 Once you are in the Session List View you can scroll to **browse sessions** or use the **Search / Filter** field on the left.
- 4 Find any session and then **click on it** to view details.

The screenshot shows a web interface for the Ecommerce Expo Virtual 2021. At the top, there are tabs for TUESDAY 02, WEDNESDAY 03, and THURSDAY 04. Below the tabs is a list of sessions for Tuesday, 2nd March. On the left side, there is a 'Refine the list' section with a search bar and a 'Filters' dropdown menu set to 'STREAM'. A note indicates 'Dates are displayed in your time zone (Europe/London)'. The session list includes:

- 11:00 AM: A session with a registration prompt: 'Click to register and add it to your schedule'. Below it, text says: 'Register for sessions to make your own program, then find it in your personal agenda'.
- 9:30 AM - 9:55 AM: 'How to redefine trust for the digital era'. Description: 'Ecommerce, now more than ever, is right at the centre of our lives. The rapid growth of the last year has shown us how adaptable and scalable business...'
- 9:30 AM - 9:55 AM: 'Unlock Growth Through Product Experience Management'. Description: 'In the omnichannel age, compelling customer experiences are the difference between success and failure. But creating emotionally resonant experience...'. Speaker: Barry Thorn - Akeneo.
- 10:00 AM - 10:40 AM: 'The Future of eCommerce: Adapting to Engage the At-Home Consumer (Panel Discussion)'. Description: 'As we move into 2021, how have companies responded to the impacts of COVID as consumers were pushed to online purchasing? What did the new...'. Speakers: Melissa Weston - Zalando SE, Jonathan Lewis-Jones - Publicis Commerce, Shaun Abraham - Transaction Insights.


**ECOMMERCE
EXPO**
VIRTUAL 2021
2nd – 4th March 2021
www.ecommerceexpo.co.uk

In association with

**TECHNOLOGY
FOR MARKETING**

SESSION OVERVIEW

At eCommerce Expo and Technology for Marketing Virtual 2021 we are offering Live sessions.

LIVE SESSIONS

- These are just like a session at an in-person conference. They occur during scheduled breakout session times on 02 - 04 March 2021.
- LIVE Session Speakers will be available in the session (via chat) to interact with the audience and answer questions.

• *Note: If you miss a LIVE session, it will be available to watch OnDemand*



**ECOMMERCE
EXPO**
VIRTUAL 2021

2nd - 4th March 2021
www.ecommerceexpo.co.uk

In
association
with



**TECHNOLOGY
FOR MARKETING**

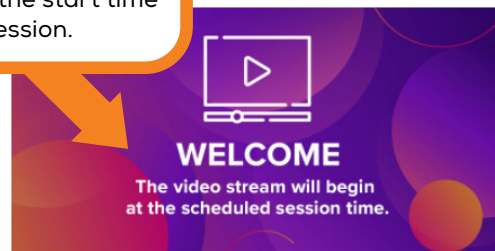
LIVE SESSION DETAILS

When viewing a **LIVE** session, here's a quick overview of the content / layout.

Note: This view/info refers to LIVE Sessions only. For OnDemand sessions, please view the next page.



LIVE Session **video streams** will appear here at the start time of the session.



Register for the session

Register for the session to prepare your schedule and receive a notification reminder before it starts.

REGISTER

Click the **Register** button to add the session to your personalized agenda.

Live discussion

Chat Questions Polls

This is the **Chat Box** where you will chat with the speaker and other attendees. If you have a question for the speaker, use the **Questions** tab.

Oh! My Aching Back! The Devil's Triangle: Understanding the Overlap Between the FMLA, ADA and Workers' Compensation Laws

Tuesday, August 4, 2020 1:30 PM to 2:30 PM

Live - Tuesday, August 4

Legal-Ease

Information

Most employers understand that when an employee suffers an injury at work, workers' compensation insurance will provide coverage for the claim. But when an employee suffers an injury at work and is unable to come back to work, other laws are implicated. This session will provide an overview of the interplay between the Family Medical Leave Act, the Americans with Disabilities Act, and workers' compensation.

SHRM BoCK Communication Ethical Practice HR Expertise

Speakers



Philip J. Siegel
Member Shareholder, Hendrick Phillips Salzman & Siegel, PC
Hendrick Phillips Salzman & Siegel, PC

Documents

Oh My Aching Back - Philip Siegel

If the speaker provided handouts or slides, they will be available at the bottom of the session in the **Documents** section.



2nd - 4th March 2021
www.ecommerceexpo.co.uk

In association with



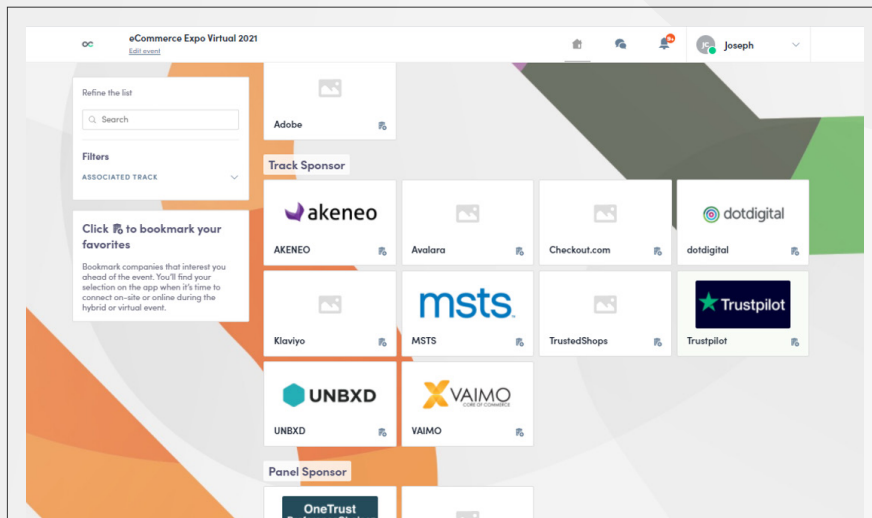
TECHNOLOGY FOR MARKETING

STEP 4:

VIEW SPONSORS

4

- 1 From Home Page, browse our Sponsors Gallery.
You can get here via the **Top Menu navigation** at the top of the page, or the **buttons** in the center of the home page.
- 2 Once you are in the Gallery you can scroll to **browse Sponsors** or use the **Search / Filter** field on the left.
- 3 Find any Sponsors and then **click on the company name** to view details.




**ECOMMERCE
EXPO**
VIRTUAL 2021
2nd – 4th March 2021
www.ecommerceexpo.co.uk


In association with

**TECHNOLOGY
FOR MARKETING**

SPONSOR DETAILS



Home Attendees Speakers Exhibitors Agenda My Event



Adobe Magento

Track Sponsor

Book a meeting

Select a time slot to set up a meeting with Adobe Magento

Tuesday, September 29, 2020

9:00 AM	9:30 AM	10:00 AM	10:30 AM	11:00 AM	11:30 AM
12:00 PM	12:30 PM	1:00 PM	1:30 PM	2:00 PM	2:30 PM
3:00 PM	3:30 PM	4:00 PM	4:30 PM		

[See more slots](#)

Information

eCommerce Expo track **The Future of eCommerce**

Show **eCommerce Expo**

Contact details





<https://magento.com/>

Highlight Adobe Magento

Interested in Adobe Magento? Click below to bookmark it so you don't forget!

BOOKMARK

Talk with Adobe...



Contact this company

Send a message to the company if you have any questions about their services or products. A member of their team will answer you as soon as possible.

+ Write a message...

Use this area to book a **video meeting** with company representatives.

Click the **Bookmark** button to add their booth to **My Bookmarked Companies**.

Use the **Chat Box** to talk with company representatives and ask questions.


ECOMMERCE EXPO
VIRTUAL 2021

2nd - 4th March 2021
www.ecommerceexpo.co.uk

In association with



TECHNOLOGY FOR MARKETING

**REMEMBER – THIS IS
JUST THE BEGINNING!
THERE ARE TONS
MORE INTERACTIVE
FEATURES AVAILABLE
IN THE PLATFORM.**

We can't wait to "see you"
at **eCommerce Expo Virtual** in
**Association with Technology for
Marketing 2021**



**ECOMMERCE
EXPO**

VIRTUAL 2021

2nd – 4th March 2021
www.ecommerceexpo.co.uk

In
association
with



**TECHNOLOGY
FOR MARKETING**

