

Global Online Marketplaces Summit 2019 - Agenda

Miami

5th to 7th June 2019

Time	Topic	Speaker	Overview
Wednesday 5th June			
12:30 – 13:00	Registration		
13:00 – 13:15	Day 1 - Kick Off	<p>Simon Baker Founder & Exec Chairman, OnlineMarketplaces / Property Portal Watch</p>  <p>Peter Zollman Founding Principal, The AIM Group (USA)</p> 	<p>Overview of the 3 days and housekeeping</p> <p>Introduction of the hosts</p>
Session 1 – Strategic Trends in Moving from Classifieds to Transactions			

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13:15 – 13:45	Chasing Transactions – Evolution of Classifieds Marketplaces	<p>Simon Baker Founder & Exec Chairman, OnlineMarketplaces / Property Portal Watch</p> 	<p>Online classifieds sites generally start life with the objective of building high quality content (usually listings), attracting people to that content, and then driving leads back to the advertiser. However, as these sites learn more about their audience, they realize they can capture more value from each visit by moving closer to the transaction.</p> <p>This presentation outlines the pressure on the existing classifieds players, how they are changing their business models to chase transactions, and finally the rise of new transaction focused players.</p>
13:45 – 14:10	Strategic Trends in the Online Classifieds Industry	<p>Ariel Lebowitz Global Head of M&A, OLX Group (Netherlands)</p> 	<p>The OLX Group is the operator of online classifieds sites and marketplaces around the world. Ariel is the Global Head of M&A and is responsible for identifying and executing the acquisition of new businesses around the world.</p> <p>This session discusses the strategic trends in online classifieds and marketplaces and looks at how these may impact players around the world.</p>
14:10 – 14:35	Autos Marketplaces - The Move to The Transaction	<p>Jonathan Turpin Principal, The AIM Group (United Kingdom)</p> 	<p>Across all segments of the online classifieds and marketplaces industry, there is a relentless transition to the transaction.</p> <p>This presentation uses real world examples to demonstrate how various companies are fully embracing the move to the transaction.</p>
14:35 – 15:00	Classifieds 3.0 – The Next Wave of Growth	<p>Toby Chapman and Mostyn Goodwin Partners, OC&C Strategy Consultants (United Kingdom)</p> 	<p>OC&C work with leading marketplaces and online classifieds businesses around the world.</p> <p>This presentation looks at the key challenges facing marketplaces and online classifieds businesses as the industry enters the next wave of growth - and how these players are innovating new products and changing their business models. In particular they will provide real case studies from leading cars, jobs and homes classifieds businesses.</p>

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Time	Topic	Speaker	Overview
15:00 – 15:45	Networking Break	Brought to you by: 	Coffee and tea provided in Sponsor's area
Session 2 – Challenges and Opportunities of Emerging Markets			
15:45 – 16:10	Growth Opportunities in the Brazilian Market	Renata Lorenz Chief Operating Officer, GrupoZap (Brazil) 	GrupoZap is the result of the merger between the Globo backed Zap and VivaReal. The combined group is now the largest real estate marketplace in the Brazilian market. With over 23 million visits per month, the Group has developed a great platform to launch a range of products and services to the Brazilian real estate industry. This session looks at how VivaReal and Zap came together to create Brazil's largest property marketplace and how they are approach the growth of the business.
16:10 – 16:35	Using Innovation to Address the Challenges of the Argentinian Market	Gabriel Peralta CEO, Inmoclick (Argentina) 	Inmoclick operates in the Argentinian market and as with all emerging markets there are a range of challenges not often seen in established markets. This session looks at how Inmoclick is using innovation to tackle the challenges of its market and the success it is having.
16:35 – 17:00	Building a Business for the Future LATAM and Hispanic Customer	Martha del Torre CEO, El Clasificado (USA) 	El Clasificado started life targeting the US Hispanic customer and has since expanded its operations to 47 major Spanish speaking zones across the US, Central and South America. In rolling out its cross-market platform, the team at El Clasificado has to keep an eye on the future and build a fit-for-purpose product the meets their customer's current and future needs. This presentation looks at ley trends in the LATAM / Hispanic markets and discusses how these are likely to impact the future consumer.

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Time	Topic	Speaker	Overview
17:00 – 17:25	Evolving from Classifieds to Transactions – Lessons Learned from the Thai Market	<p>Simon Bray CEO – Marketplaces, LIFULL Connect (Global)</p> 	<p>The DotProperty Group operates a series of property portals throughout the SE Asian market. Their strongest market is the Thai market and over the last 18 months, they have transitioned their business from a classifieds only model to a combined classifieds and transaction model.</p> <p>This presentation looks at a range of learnings from the value of using Facebook and aggregation traffic to the challenges of lead profiling and making the transaction work.</p>
17:25 – 17:30	Day 1 Wrap Up	<p>Simon Baker Founder & Exec Chairman, OnlineMarketplaces / Property Portal Watch</p> 	
18:00 – 19:30	Drinks	<p>Brought to you by</p>  	La Vista Terrace, The Edition Hotel

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Time	Topic	Speaker	Overview
19:30 – Onwards	Mystery Dinner		<p>Registration</p> <ul style="list-style-type: none">• Open the App• Go to Community section (in the bar at the bottom)• Click on "Social Activities or Meal Together"• Look for the "Mystery Dinner" event and join it!

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Thursday 6th June 2018			
Time	Topic	Speaker	Overview
08:50 – 09:00	Day 2 – Kick Off	Simon Baker – Founder at Global Online Classifieds/Property Portal Watch 	Overview of day 2 and housekeeping
09:00 – 09:30	A Trip Through Time with an International Marketplaces Leader	Nicki Dexter SVP, People and Communications, Adevinta 	Adevinta, the result of the demerger of Schibsted into two separate companies, is a leading owner and operator of digital marketplaces. The company operates in 16 countries in Europe, LATAM and Nth Africa and includes brands such as Leboncoin (FR), InfoJobs (ES), Subito (IT), and Segundamano (MX). This presentation looks at why Adevinta was set up, its mission, and how the company sees the future of digital marketplaces.
Session 3 – Excellence in Operations and Technology (Part 1)			

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<p>09:30 – 09:50</p>	<p>How ShieldSquare Helps CarBoat Media in France Protect Against Bots</p>	<p>Krishna Kumar Director of Sales – Bot Management, Radware (India)</p>  <p>Francois-Emmanuel Piacentini CTO, Carboatmedia.fr (France)</p> <p>Samundeswary (Sam) Ramachandra Deputy CTO, Carboatmedia.fr (France)</p> 	<p>Online marketplaces face multiple challenges with the threat from bots, more specifically bad bots, being one of the main ones.</p> <p>CarBoat, one of the largest online marketplaces from France and a part of the Axel Springer group, is a sufferer of bad bots.</p> <p>In this session CarBoat’s CTO, Francois-Emmanuel Piacentini, discusses how a bot management tool helped CarBoat strengthen its security and reduce its operating costs by blocking malicious bots and managing good bot traffic.</p> <p>Mr. Francois will be joined by Deputy CTO - Samundeswary Ramachandra and Mr. Krishna Kumar from ShieldSquare, and together they will also shed light on how online marketplaces can benefit from a dedicated bot management solution.</p>
<p>09:50 – 10:10</p>	<p>Case Study: How CRM is Helping Frontier Market Portals Get Closer to their Customers</p>	<p>Nicolas Guillaud CEO, Apimo (France)</p> 	<p>Online classifieds site operators around the world are working to get closer to their customers – the advertiser. In many markets, we see online classifieds businesses buying CRM providers. Apimo has partnered with realestate.com.kh in Cambodia to roll out a white label CRM system to agents in selected frontier markets.</p> <p>This case study looks at how realestate.com.kh is rolling out the Apimo CRM and what impact it is having on the local market.</p>

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10:10 – 10:35	Growing Attention in Digital	<p>Ephraim Bander Chief Revenue Officer, Eye Square (USA/Germany)</p> 	<p>You can pre-test your ads live on Facebook, Instagram, YouTube, Snapchat and all social media sites to see which ads generate the most user engagement. Eye Square helps major advertising companies, brands and ad-data companies test the impact of a campaign in a live environment to determine whether the ad will be successful. Eye Square measures behavioral metrics like visual attention, reaction times and all consumer interactivity as well as explicit feedback like surveys and interviews.</p> <p>The presentation provides valuable insights into the learnings Eye Square has developed and how marketplaces can best structure their creative and marketing mix to generate the best results.</p>
10:35 – 11:20	Networking Break	<p>Brought to you by:</p> 	Coffee and Tea provided in foyer
Session 4 – A Deep Dive on Motoring – Where This Segment Goes Next			
11:20 – 11:45	Transitioning from a Classifieds Business Model to a Transaction Model	<p>Jorge Mejia CEO, LATAM Autos (Mexico, Ecuador)</p> 	<p>LATAM Autos started life as a series of auto classifieds sites in Latin America. While the business delivered solid growth from its classifieds business, it encountered a number of challenges including gaining strong traction amongst car dealers and capturing a greater slice of the advertising pie.</p> <p>The company pivoted in its key markets of Mexico and Ecuador to focus more on transaction-based revenues from the sale of financing, insurance and GPS tracking tools.</p> <p>This session looks at how the company pivoted from a classifieds model to a transaction-based model, the challenges it faced and the value it has created.</p>

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11:45 – 12:05	Getting the Most of Inbound Customers Communications - Spotlight on AutoTrader UK	<p>Ryan Gallagher CEO and Founder, iovox (United Kingdom)</p>  <p>David Coleman-Jones Product & Services Leader, AutoTrader.co.uk</p> 	<p>As online classifieds transform into marketplaces and move closer to the transaction, analyzing inbound customer communication becomes even more important.</p> <p>This presentation looks at how iovox is helping AutoTrader UK get closer to their customer outcomes, and how iovox can help in the future.</p>
12:05 – 12:30	5 Biggest Challenges to Online Retailing and How to Profitably Overcome Them	<p>Matt Weinberg SVP of Consumer Experience, Drive Motors (USA)</p> 	<p>This presentation will explore the 5 biggest challenges to effective online retailing, identify the root cause of these challenges, and discover how to overcome them, profitably. It will explore the strategies dealers are using to overcome these challenges in every aspect of their business, from their website to their marketing strategies to their sales team.</p>
12:30 – 12:50	Best Practice in Lead Management	<p>Joe Webb President, DealerKnows (USA)</p> 	<p>For years marketplaces, have been accused of generating less than ideal leads when customers don't convert these leads into a sale. However, it is rarely the fault of the company providing the leads.</p> <p>Joe Webb will share best practices and supporting data on how follow-up processes, particularly in the motoring industry, are the core cause of a poor conversion ratio of leads to sales. He will also provide an overview of how companies are addressing this issue with strong improvement in lead conversion.</p>

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<p>12:50 – 14:10 (80 min)</p>	<p>Lunch and networking break</p>	<p>Brought to you by:</p> 	<p>Free Time for Networking</p>
<p>Session 5 – Pitch Club</p>			
<p>14:10 – 15:25</p>	<p>Pitch Club</p>	<p><u>Guest Judges:</u> Gonzalo Ortiz Founder, Inception Capital (Spain) Malcolm Myers Founder, European Internet Ventures (Switzerland) <u>Companies Pitching:</u> TodoBusco - Jessica Nagle, CEO (USA) Twyzle - Paul Ezelle, Co-Founder (Canada) CarCutter – Stefan Fedl, CEO (TBC) KZAS.AI – Roberto Nascimento, Founder & CEO (Brazil) Zervices – Michael Nijenhuis (Netherlands)</p>	<p>Watch 5 innovative companies pitch their business for funding. Selected from a range of applicants, these businesses have interesting stories, strong potential and capable management teams.</p> <p>Format: Each company will present for 6 min on their business followed by a 6 min Q&A session from the judges.</p>
<p>15:25 – 16:10</p>	<p>Networking Break</p>	<p>Brought to you by:</p> 	<p>Coffee and Tea provided in foyer</p>

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Session 6 – Excellence in Operations and Technology (Part 2)			
16:10 – 16:35	Getting Serious About Fishing - What the Rise of Algorithms Means for Marketplaces	<p>Sascha Krause Industry Head Classifieds, Google Germany (Germany)</p> <p>Alexander Hoffman Industry Manager and Data Strategy Lead, Google Germany (Germany)</p> 	<p>As the online classifieds industry moves from classifieds to transactions, the purchase of traffic also changes. Companies need to change their mind set from acquiring as much traffic as possible at the lowest price to acquiring as much traffic as possible at the highest profit.</p> <p>In their presentation, Sascha Krause and Alexander Hoffmann look at how this can be done, how to calculate profit, what new skill sets are necessary, and what tech solutions are out there to help companies.</p>
16:35 – 16:55	Using AI to Improve Results – Lessons from the Online Jobs Industry	<p>Roberto Angulo CEO, Recruitology (USA)</p> 	<p>Machine learning and artificial intelligence (AI) can improve the delivery of results for marketplaces. Roberto Angulo will cover how Recruitology uses AI and related concepts to deliver better results to advertisers in order to grow revenue and market share. His overview will cover AI and related concepts, as well as how they implemented this technology into their business model.</p>
16:55 – 17:15	Privacy Update in the Global Marketplace	<p>Deborah Salons Senior Product and Privacy Counsel, Letgo (USA)</p> 	<p>In order for a marketplace to be successful, it is critical to integrate privacy solutions into the product so that users have meaningful control of their data. If you are thinking of scaling your product across jurisdictions, it is important to understand and anticipate how different regulations might impact your product design. Last year GDPR was all the rage, but what other global privacy regulations impact online marketplaces?</p> <p>In this session we will look at important emerging privacy laws and the value of designing products with privacy in mind.</p>

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17:15 – 17:35	Value Based Pricing Lessons from 10,452 Companies	<p>Peter Zotto General Manager, Profit Well (USA)</p> 	<p>Pricing is like the mythical creature of strategy. From seed startups to seasoned enterprise behemoths, there's an alarming level of pricing the world is merely guessing on - and ProfitWell has the data to prove it.</p> <p>Join GM Peter Zotto in a monetization breakdown to unpack what they've extracted from over ten thousand companies on value-based pricing strategy, and why getting it wrong is not an option. You'll uncover the top pitfalls, strategic insights on industry trends, and tactical tools to increase revenue and customer satisfaction.</p>
17:35 – 17:55	Using AI to Eliminate Paid Media Waste in Content Distribution	<p>Chad Pollitt VP, Inpowered (USA)</p> 	<p>Online paid media is notorious for being rife with waste with up to 66% of clicks leading to a bounce in less than 15 seconds. AI has the potential to reduce and even eliminate this wastage by focusing content distribution marketing spend on high value, quality content engagement.</p> <p>This presentation will feature benchmark data from multiple industries and show content marketers how to use artificial intelligence to eliminate paying for bounces from their distributed content.</p>
17:55 – 18:00	Day 2 Wrap Up	<p>Simon Baker Founder & Exec Chairman, OnlineMarketplaces / Property Portal Watch</p> 	

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20:00 - onwards	Drinks	Brought to you by:   LIFULL CONNECT	Tropicale, The Edition
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Friday 7 th June 2018			
09:00 – 09:05	Day 3 – Kick Off	Simon Baker Founder, Global Online Classifieds / Property Portal Watch 	Overview of day 3 and housekeeping
Session 7 – General Classifieds – Trends and Challenges			
09:05 – 09:30	From Local to National – Building a National Player	Lacey Sheardown President, Used.ca (Canada) 	<p>Used.ca is a household name in the Victoria, BC market in Canada. The challenge for the team is to take this well-known local classified site to a national audience.</p> <p>This presentation discusses how the Used.ca team are growing their business using their relationship with community newspapers, their solid technology platform and a “can do” culture.</p>
09:30 – 09:55	Challenges of Building an Online Marketplace in the Arab World	Anas Elayyan Chief Commercialization Officer, OpenSooq (Jordan) 	<p>OpenSooq is a classifieds marketplace that allows users to buy and sell products and services across a wide range of categories that includes automotive, real estate, jobs, electronics, home, fashion, and other products and services.</p> <p>OpenSooq is the undisputed leader across MENA in mobile classifieds and leads across web and mobile in key categories and markets, including Saudi OpenSooq.com is the leading mobile classifieds platform of the Middle East & North Africa Region (MENA).</p> <p>This session looks at how they have built their business, the challenges they face as they continue to expand in these markets, and their approaches to monetization.</p>

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09:55 – 10:20	Lessons Learned from Scaling Avito and How They Have Been Applied to James Edition	<p>Eric Finnas Dahlstrom CEO, James Edition (USA)</p> 	<p>Eric is the former Head of Classifieds at the Russian general classifieds site, Avito. During his time there, Avito scaled rapidly to become a market leader. Since leaving Avito, Eric has taken on the role of CEO of the global luxury general classifieds site – James Edition.</p> <p>This interview looks at how Avito achieved this leadership position, the challenges it faced in competing with verticals, how it approached internal verticalization, monetization, and marketing. It also looks at how these lessons have been applied to James Edition.</p>
10:20 – 10:45	Innovation Driven Leadership in the Swiss Market	<p>Gilles Despas CEO, Scout 24 Switzerland (Switzerland)</p> 	<p>Scout24 is the leading owner and operator of marketplaces in the Swiss market. They work across cars, home, general classifieds and financial services.</p> <p>This session discusses the challenges they face in the Swiss market and how innovation is helping them keep one step ahead of the competitors.</p>
10:45 – 11:30 (45 min)	Networking Break	<p>Brought to you by:</p>   <p>AT INTERNET</p>	Coffee and Tea provided in foyer
Session 8 – The Future of Online Classifieds and Marketplaces			

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11:30 – 11:55	Yandex and the Future of Marketplaces	<p>Anton Zabannykh CEO, Yandex.Classifieds (Russia)</p> 	<p>Yandex is the largest search engine in Russia and the Commonwealth of Independent States and provides its customers over 70 different services from search to classifieds advertising.</p> <p>This session looks at how Yandex has built its business and where it sees the online classifieds businesses (auto.ru and Yandex.realestate) evolving to.</p>
11:55 – 12:20	AI in Marketplaces – How OLX Thinks About the Opportunity	<p>Gabriel Gruber Real Estate Director LATAM, OLX (Argentina)</p> 	<p>OLX is a global leader in online marketplaces. As such, it is exploring how AI can be utilized to drive greater interaction with the consumer and greater conversion to sales.</p>
12:20 – 12:45	The Future of Classifieds and Marketplaces	<p>Malcolm Myers European Internet Ventures (Switzerland)</p> 	<p>With over a decade's experience in M&A and capital raising for online marketplaces and online classifieds businesses, Malcolm Myers has seen it all.</p> <p>This presentation looks at where the online classifieds and marketplaces industries are heading and how existing players can prepare for the future and where new players can exploit weaknesses to capture new opportunities.</p>
12:45 – 13:00	Conference Wrap Up	<p>Simon Baker Founder, Global Online Classifieds / Property Portal Watch</p> 	