

Off/On Commerce Day 2014 on in October in Madrid

MADRID, SPAIN: Off/On Commerce Day 2014 will be held on 16 October in Teatro Goya, Madrid, with more than 600 participants from the world of ecommerce, retail and other commerce to discuss omni-channel, the commerce battle horse for the 21st century.



Madrid, venue for the Off/On Commerce Day 2014.
(Image: Enrique Dans, Via Wikimedia Commons)

The event will include success stories, trends, and inspiring talks about successfully applying omni-channel strategies that lead to improved business targets. Among other topics, user monitoring in physical stores, click & collect strategies, logistics in international environments, and omni-channel technologies for the implementation of omni-channel strategies or trends in different parts of the world will be discussed.

The event is organised by two leading companies in the ecommerce industry, eCommbits and BrainSINS, which have been providing advice on online sales to businesses for years and have first-hand experience in the implementation of this kind of strategy and its impact on different kinds of commerce.

Speakers

Discover the key point in omni-channel as explained by renowned companies that have already adapted to this fascinating concept.

The 30 speakers at the event include:

- Anton Pergomorov, Omni-Channel expert at M.Video, the main Russian electronics retailer
- Célia Pronto, eCommerce director at Ford Retail Group in the UK
- Gerardo Gómez, head of Mobile development at the ADIDAS Group
- Jean-François Chianetta, CEO of Augmente, a French company specialising in the application of augmented reality to retail

- Juan José González, XBOX marketing director at Microsoft
- Nadia Shourboura, CEO of Hointer

For more information, go to www.offoncommerceday.com.

For more, visit: <https://www.bizcommunity.com>