

**THE
INTERNET
CONFERENCE**



Celebrating 10 years

internetconference.com.au

For a more detailed rundown of our program, please visit our website.

(internetconference.com.au/program)

HOW TO USE THIS GUIDE:

Is there something you're particularly interested in seeing? Use this handy key to navigate our stream sessions with ease - colour coordinated to custom your expo experience!

- Retail Case Studies
- Online Retailing Tools
- Marketing & Social Media
- Expert Spotlight
- Advanced
- eBay EDU

Day 1

8:30AM	Registration Opens Collect your name badge from the registration desk	Near the main entrance to the Gold Coast Convention & Exhibition Centre.
9:45AM	Pre-Conference Workshops	Multiple Locations
2:30PM	Exhibition Hall Opens	Arena 2
3:30PM	Official Conference Opening	Arena 1B, Adam Burns
3:40PM	Presentation By eBay Marketplace Shopping	Arena 1B, Tim Mackinnon
4:10PM	Presentation By Australia Post Ecommerce Delivery, Trends And Buying Patterns: Who's Shopping In The Suburbs, And How To Reach Them	Arena 1B, Ben Franzi
4:40PM	The State Of Online Retail	Arena 1B, Vicki Cantrel
5:30PM	Welcome Drinks & Exhibition Exploration Join us for drinks, canapes & networking with sellers, exhibitors & speakers! Runs until 7:15PM	Arena 2 Sponsored By Braintree Paypal

Day 2

7:30AM	Registration Opens Collect your name badge from the registration desk	Near the main entrance to the Gold Coast Convention & Exhibition Centre.
8:30AM	Welcome Address	Arena 1B , Phil Leahy
8:45AM	10 Habits Of The Top 10	Arena 1B , Grant Arnott
9:15AM	Epitch Five companies have five minutes each to deliver a compelling pitch to the entire delegation, using the most imaginative means possible. The audience vote for their favorite.	Arena 1B Carlo Silva, <i>2nd Office</i> Jonathan Pollard, <i>Codisto</i> Luke Condon, <i>Toll Holdings Ltd</i> Aaron Woolf, <i>Referboard</i> Murdo Wallace, <i>Dotmailer</i>
10:00AM	Morning Tea, Networking & Exhibition Exploration Enjoy a morning snack & take some time to network with our exhibitors & other attendees.	Arena 2 Sponsored By eStar
10:45AM	Stream Session A	
	▶ Marketplaces: The Multi-Currency Protection Racket	Arena 1B Ground Floor , Rod Bland
	▶ Using Analytics & Insights To Accelerate Customer Growth & Acquisition	Meeting Room 6 , Rose Yip
	▶ Driving Social Conversions For Retailers	Meeting Room 9 , Jason Kencevski, Yvonne Adele, Jane Lu, Sarah Timmerman
	▶ Digital International Business Expansion	Meeting Room 7 , Kate Morris
	▶ Media Buying Strategies For Online Retailers	Meeting Room 8 , Jim Banks
	▶ Master Store Fundamentals	Meeting Room 5 , To-Mai Cuny
11:30AM	Stream Session B	
	▶ 5 Top Tips To Improve Web & Mobile Site Conversion Rates	Arena 1B Ground Floor Wayne Baskin
	▶ The Future Of Commerce: What It Looks Like & How To Succeed.	Meeting Room 6 , Tyson Hackwood, Jason Stockton, Klas Beck, Andrew Waite
	▶ Advanced Tactics For Retailer	Meeting Room 9 , Lisa Powell, Julie Stevanja, Britney Muller, Trent Allan
	▶ Insights Into Mobile Conversion	Meeting Room 7 , Tim Ash
	▶ 6 Steps To Create Business Success Through Engaged & Energised Employees	Meeting Room 8 , Mark Lebusque
	▶ Maximise Your Visibility On eBay	Meeting Room 5 , Nathan Archie

Day 2

12:15PM Stream Session C

- | | | |
|---|--|--|
|  | ▶ Stacking Martech In Your Favour - A L'Oreal Case Study | Arena 1B Ground Floor , Kane Murphy |
|  | ▶ Onsite Personalisation Best Practices | Meeting Room 6 , Osric Powell |
|  | ▶ How To Market To Millennials | Meeting Room 9 , Tom Walter, Jane Lu, Michelle Bourke, Tully Humphrey |
|  | ▶ What Email Marketing Should Look Like For Retail In 2016, Let's Automate | Meeting Room 7 , Alita Harvey Rodriguez |
|  | ▶ Duplicate Content - The Biggest Digital Threat | Meeting Room 8 , Kate Morris |
|  | ▶ 2016's eBay Product Launches | Meeting Room 5 , Fiona Lim |

1:00PM Lunch, Networking & Exhibition Exploration
Enjoy a hot buffet lunch & take some time to network with our exhibitors & other attendees.

Arena 2
Sponsored By Star Track Australia Post.

2:00PM Stream Session D

- | | | |
|---|---|--|
|  | ▶ Once A Humble Home Business, Now A Competitive Industry Leader | Arena 1B Ground Floor , David Lim |
|  | ▶ How Springfree Trampoline Transforms Into A Global Omnichannel Business Through Cloud | Meeting Room 6 , Leanne Fretwell |
|  | ▶ The Force Awakens, The Future Of Retail & Customer Engagement | Meeting Room 9 , John Lawson |
|  | ▶ Winning Corporate Culture: How To Foster An Inspiring Workplace | Meeting Room 7 , Julie Stevanja |
|  | ▶ The Business Of Giving Back | Meeting Room 8 , Jeremy Meltzer |
|  | ▶ Inventory Insights | Meeting Room 5 , Peter Freestone |

2:45PM Stream Session E

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|---|---|---|
|  | ▶ Future Of Search & Insights For Retailers | Arena 1B Ground Floor , David Andrews |
|  | ▶ Faster, Smarter, Better: Set New ROI Goals For Your Email Marketing | Meeting Room 6 , Tink Taylor |
|  | ▶ Ecommerce Red Oceans
Differentiating Your Start Up In A Competitive Market | Meeting Room 9 , Melody & Cameron Townsend |
|  | ▶ Disruption Of Minimum Exception | Meeting Room 7 , Jason Kencevski |
|  | ▶ Advanced Page Speed Optimization & Auditing | Meeting Room 8 , Cindy Krum |
|  | ▶ Integration & Automation – Partnering For Success On eBay | Meeting Room 5 , Cheryl Jones |

3:30PM Afternoon Tea, Networking & Exhibition Exploration
Enjoy an afternoon snack & take some time to network with our exhibitors & other attendees.

Arena 2
Sponsored By eStar

Day 2

4:00PM **Keynote Speaker**
The Platinum Nuggets of Entrepreneurship

Arena 1B
Tony Nash

4:45PM **End Of Day 2**

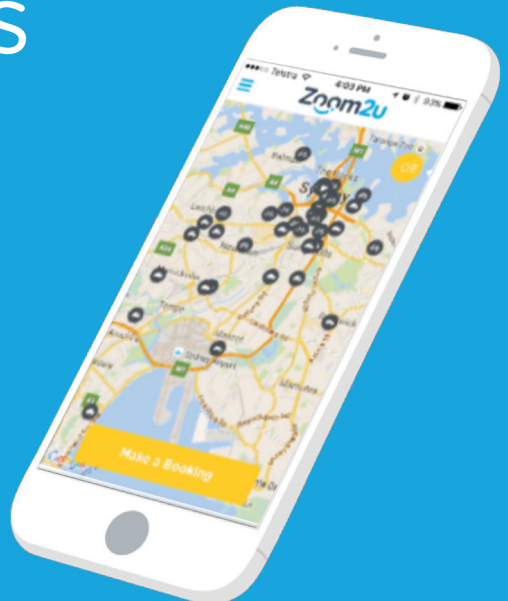
6:00PM **10th Anniversary Party & Gala Charity Dinner**
For gala dinner ticket holders only: buses to Warner Bros. Movie World for our 10th Anniversary Party & Gala Charity dinner. Anyone who misses the bus will need to make their own way to Warner Bros. Movie World.

Buses will be picking up attendees in front of the Gold Coast Convention & Exhibition Centre entrance at 6PM sharp. Sponsored by Toll.













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Day 3

9:00AM	The Morning After	Arena 1B , Phil Leahy
9:15AM	Power Panel A fireside discussion with top retail brands on current trends & issues in eCommerce	Arena 1B , Paul Greenberg, Vicki Cantrell, Jooman Park, Jon Bovard
10:00AM	The Future Begins Now: The 10 Growth Areas Of The Metaspaces Economy®	Arena 1B , Erica Orange, Jared Weiner
10:45AM	Morning Tea, Networking & Exhibition Exploration Enjoy a morning snack & take some time to network with our exhibitors & other attendees.	Arena 2 Sponsored By eStar
11:15AM	Stream Session A	
	▶ eBay Store & Listing Review Panel #1	Arena 1B Ground Floor , Carolyn Breeze, John Lawson, Monica Catalinac, Abbas Tharkar
	▶ M2e Pro - Selling On eBay & Other Multi Channels - Made Easy	Meeting Room 6 , Miles Clemans, Alex Podopryhora, Steffen Daleng
	▶ The Ultimate Paid Marketing AMA	Meeting Room 9 , Jim Banks, Shahid Awan, Michelle Bourke
	▶ New Site Migration. The Pitfalls & Perils	Meeting Room 7 , Jim Stewart
	▶ Roundtable Stream A	Meeting Room 8 , Osric Powell, Paul Greenberg, Nathan Huppatz, Sonia Tilley, Mark Lebusque
	▶ Who Are eBay Shoppers?	Meeting Room 5 , Tracy Hall
12:00PM	Stream Session B	
	▶ Website Review Panel - Enterprise Sites	Arena 1B Ground Floor , Grant Arnott, Kate Morris, John Debrincat, Nathan Bush
	▶ 16 Top Secret Marketing Tools For 2016.	Meeting Room 6 , Matt Davies
	▶ SEO 101 Business Owners	Meeting Room 9 , Jim Stewart
	▶ Harnessing The Power Of Citizen Marketing Through Technology	Meeting Room 7 , Anthony Svirskis
	▶ Roundtable Stream B	Meeting Room 8 , Richard Thame, Rod Bland, Jim Banks, Miles Clemans, Paul Nieuwenhuys
	▶ Everything Shipping	Meeting Room 5 , Helen Cowan
12:45PM	Lunch, Networking & Exhibition Exploration Enjoy a hot buffet lunch & take some time to network with our exhibitors & other attendees.	Arena 2 Sponsored By Star Track Australia Post

Day 3







1:45PM

Stream Session C







	▶ SEO & LPO Optimization Live Site Reviews	Arena 1B Ground Floor, Tim Ash, Jason Mun, Shahid Awan, Jim Banks
	▶ Super Retail Secrets From SRG	Meeting Room 6, Maranda De Pasquale
	▶ Google Analytics 101	Meeting Room 9, Nathan Huppatz
	▶ R&D Grant – How you can get back 45% of your website development costs.	Meeting Room 7, Dean Salakas
	▶ Roundtable Stream C	Meeting Room 8, Katrina Kail, Steve Vallas, Mark Freidin, Rohan Lock, Couriers Please
	▶ Master The Fundamentals	Meeting Room 5, Carolyn Breeze, Arani Satgunaseelan

2:30PM

Stream Session D

	▶ eBay Store & Listing Review Panel #2	Arena 1B Ground Floor, Tim Davies, Neil Waterhouse, Miles Clemans, Olivera Caiafa
	▶ How Retailers Are Failing Australian Consumers.	Meeting Room 6, Justin Williams & Katie Kinraid
	▶ How Social Channels Killed Communities & Why That's Great News	Meeting Room 9, Steve Vallas
	▶ Google Search Console	Meeting Room 7, Jim Stewart
	▶ Roundtable Stream D	Meeting Room 8, Shahid Awan, Tim Davies, Kate Morris, John Debrincat, Francine Eriera
	▶ Growth Levers	Meeting Room 5, Carolyn Breeze, Arani Satgunaseelan

Day 3

3:15PM	Afternoon Tea, Networking & Exhibition Exploration Enjoy an afternoon snack & take some time to network with our exhibitors & other attendees.	Arena 2 Sponsored By eStar
3:45PM	Stream Session E	
	▶ Website Usability Review Panel	Arena 1B Ground Floor Jim Banks, Nathan Bush, Cindy Krum, Kate Morris
	▶ International Shipping Panel	Meeting Room 6 , Nathan Huppatz, Michael Paul, Robert Hango-Zada, Damien Sheehan, Chris Dobson
	▶ Google Updates How To Survive & Thrive	Meeting Room 9 , Jim Stewart
	▶ Top Tips For Content & eCommerce In 2016	Meeting Room 7 , Shahid Awan
	▶ Roundtable Stream E	Meeting Room 8 , Neil Waterhouse, Alita Harvey Rodriguez, Monica Catalinac, Dean Salakas
	▶ Managing The Risks & Challenges Of Trading On eBay	Meeting Room 5 , Tim Davies
4:30PM	Big Data Hack For All Businesses	Arena 1B , Britney Muller
5:15PM	Closing Remarks	Arena 1B , Phil Leahy
5:30PM	Networking Drinks Runs until 7:30pm	At The Sofitel Sponsored By Seko

***So where
do all
the good
things
go?**

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Speakers

Aaron Woolf

Referboard, [Epitch](#)

Adam Burns, MC

Alex Podopryhpa

M2E Pro, [Panel](#)

Anthony Svirskis

Tribe, [Stream](#)

Arani Sutgetnaseelan

eBay, [EDU](#)

Andrew Waite

Convert Digital, [Panel](#)

Alita Harvey Rodriguez

Milk It Academy, [Workshop](#)

Abbas Tharkar

dZine Hub, [Panel](#)

Ben Franzi

Australia Post, [Keynote](#)

Britney Muller

Pryde Marketing Inc., [Keynote](#)

Carlo Silva

2nd Office, [Epitch](#)

Carolyn Breeze

eBay, [EDU](#)

Cindy Krum

Mobilemoxie, [Workshop](#) & [Breakout](#)

Chris Dobson

Next Logistics, [Panel](#)

Cheryl Jones

eBay, [EDU](#)

Damien Sheehan

DHL, [Panel](#)

David Andrews

Bing Microsoft, [Breakout](#)

David Lim

Timberbits, [Retail Case Study](#)

Dean Salakas,

thepartypeople.com.au, [Roundtable](#)

Emily Grossman

Mobilemoxie, [Workshop](#), [Breakout](#)

Erica Orange

The Future Hunters, [Keynote](#)

Fiona Lim

eBay, [EDU](#)

Francine Eriera

Temando, [Stream](#)

Gabby Leibovich

Catch Of The Day, [Epitch](#)

Grant Arnott

Clickfrenzy, [Breakout](#)

Helen Cowan

eBay, [Stream](#)

Jane Lu

Showpo, [Panel](#)

Jared Wiener

The Future Hunters, [Keynote](#)

Jason Stockton

Emote Digital, [Panel](#)

Jason Kencevski

Speed Master, [Expert](#)

Jason Mun

Bespoke Agency, [Panel](#)

Jeremy Meltzer

i=Change, [Stream](#)

Jim Banks

cheapflights.com, [Breakout](#)

Jim Stewart

Stewart Media, [Workshop](#)

Jon Bovard

Cult Beauty, [Panel](#)

John Debrincat

Ecorner, [Panel](#), [Roundtable](#)

John Lawson

Colderice, [Workshop](#)

John Shore

Ray White, [Auctioneer](#)

Jonathan Pollard

Codisto, [Epitch](#)

Jooman Park

eBay, [Panel](#)

Julie Stevanja

Stylerunner, [Panel](#)

Justin Williams

Meemeep, [Stream](#)

Katie Kinraid

Blackbay, [Casestudy](#)

Kate Morris

Outspoken Media, [Breakout](#)

Kane Murphy

L'Oreal, [Stream](#)

Katrina Kail

eResults Made Easy, [Roundtable](#)

Klas Beck

Braintree, [Stream](#)

Leanne Fretwell

Springfree Trampoline, [Casestudy](#)

Lisa Powell

Amblique, [Panel](#)

Luke Condon

Toll, [Epitch](#)

Matt Davies

Emote Digital, [Stream](#)

Mark Freidin

Internetretailing, [Roundtable](#)

Mark Lancaster

Temando, [Casestudy](#), [Roundtable](#)

Mark Lebusque

Mark Lebusque, [Breakout](#)

Maranda de Pasquale

Super Retail Group, [Stream](#)

Melody & Cameron Townsend

Active Creatures, [Case study](#)

Michael Bonfils

Sem International, [Breakout](#)

Michael Paul

Pack & Send, [Panel](#)

Michelle Bourke

Artlivemedia, [Panel](#)

Miles Clemans

Indemand, [Roundtable](#)

Monica Catalinac

Swift Productions, [Panel](#)

Murdo Wallace

Dotmailer, [Epitch](#)

Nathan Archie

eBay, [EDU](#)

Nathan Bush

Super Retail Group, [Panel](#)

Nathan Huppatz

costumes.com.au, [Panel](#)

Neil Waterhouse

Author, [Breakout](#), [Roundtable](#)

Olivera Caiafa

Channeladvisor, [Panel](#)

Osric Powell

Barilliance, [Breakout](#), [Roundtable](#)

Paul Greenberg

Nora, [Roundtable](#)

Paul Nieuwenhuys

Shopgator, [Roundtable](#)

Peter Freestone

eBay, [EDU](#)

Phil Leahy

Internet Conference, [Expert](#)

Richard Thame

Fastway Couriers, [Roundtable](#)

Rohan Lock

Dotmailer, [Roundtable](#)

Robert Hango-Zada

Shippit, [Panel](#)

Rod Bland

Ram City, [Breakout](#)

Rose Yip

Australia Post, [Stream](#)

Sarah Timmerman

Beginning Boutique, [Stream](#)

Shahid Awan

Wimdu, [Breakout](#)

Sonia Tilley

Auspresso, [Roundtable](#)

Steffen Daleng

The Co Op Bookstore, [Panel](#)

Steve Vallas

Chunky Media, [Stream](#)

Taylor Boccoardo

Emote Digital, [Workshop](#)

Tim Ash

Sitetuners, [Workshop](#)

Tim Davies

Zellis, [Workshop](#), [Stream](#), [Panel](#)

Tim Mackinnon

eBay, [Keynote](#)

Tink Taylor

Dotmailer, [Breakout](#), [Roundtable](#)

Trent Allan

Appliances Online, [Stream](#)

To-Mai Cuny

eBay, [EDU](#)

Tom Walter

Tumblr, [Panel](#)

Tony Nash

Booktopia, [Keynote](#)

Tracy Hall

eBay, [EDU](#)

Tully Humphrey

Tully Lou, [Panel](#)

Tyson Hackwood

Braintree, [Stream](#)

Vicki Cantrell

NRF, [Keynote](#)

Wayne Baskin

Booktopia, [Breakout](#)

Yvonne Adele

yvonneadele.com, [Panel](#)