

amazon | brand conference Agenda

Wednesday, October 5, 2022 - <https://brand-conference.virtual.amazonevents.com/>

Time in BST / CET	Session ID	Session Name / Information / Presenter
09:00 – 09:55 AM / 10:00 – 10:55 AM	01	<p>Official Opening Session of the Amazon Brand Conference 2022 Amazon Brand Conference 2022 – what can I expect in those two days and how does Amazon support me in growing my business? You will get answers to those questions and listen to Markus Schoeberl, Director Seller Services DE, and Eric Broussard, Vice President International Seller Services, about our innovations for brands and why they matter. Keen to understand how Amazon supports you in protecting your brand? Mary Beth Westmoreland, our Vice President Brand Protection, will tell you more about new initiatives and strategies and why protecting your brand is crucial.</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Giovanni Soltoggio Head of Seller Services</p> </div> <div style="text-align: center;">  <p>Marcus Schoeberl Director Seller Services Germany</p> </div> <div style="text-align: center;">  <p>Eric Broussard Vice President International Seller Services</p> </div> <div style="text-align: center;">  <p>Mary Beth Westmoreland Vice President Brand Protection and Selling Partner Support</p> </div> </div>
10:00 – 10:45 AM / 11:00 – 11:45 AM	02	<p>Amazon Flywheel and what it means for Brand Owners You are considering to start selling on Amazon but you are unsure about the benefits and the general setup? We start from scratch, explain what the Amazon Flywheel is and what it means for you as a brand owner. You will learn how customers can experience your brand on Amazon and how different brand tools can support you with this. We will talk about common challenges and how to master them. This session provides you with the basic understanding to fully immerse into other topics during the conference, whether it is advertising, logistics, expansion, or brand protection.</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Ozgu Dirik Head of Brand Experience & Growth</p> </div> <div style="text-align: center;">  <p>Alexander Glas Manager Seller Services</p> </div> </div>
10:00 – 10:45 AM / 11:00 – 11:45 AM	03	<p>8 Tactics to Try in Your Full-Funnel Marketing Strategy in the Amazon Store The key to growing your brand is connecting with shoppers at the moments that matter most to them. In this session, we'll cover 8 advanced tactics to build a strategy beyond sales—one that helps you reach new customers and create a lasting connection with your brand. Learn about features you might not be using (yet) and leave with actionable ideas to implement in your full-funnel marketing strategy.</p> <div style="text-align: center;">  <p>Reid Mitchell, Advertising Specialist, Amazon Ads Education</p> </div>
10:50 – 11:35 AM / 11:50 – 12:35 PM	04	<p>Protect your business and customers with Amazon Brand Protection Hear directly from Brands how they leverage Amazon's Brand Protection programs to protect their business and customers. Learn how you can quickly register your intellectual property, prevent bad actors from taking advantage of your hard work and intellectual property, and ensure that customers see accurate information about your brand and receive authentic products – every single time!</p> <div style="text-align: center;">  <p>Ann Ziemann, Head of EU Brand Protection & Transparency</p> </div>

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11:35 – 12:35 PM / 12:35 – 1:35 PM		<p>Time for a break Check out our videos on the Wellness Hub, visit our Booths to chat live with Amazon experts and discover the Seller University channel to access free learning material.</p>
12:35 – 1:20 PM / 1:35 – 2:20 PM	06	<p>Pre-advertising 101: Tried-and-tested ways to get ready If you're interested in advertising but not sure where to begin, don't miss the chance to learn how to get started, step by step. Here, an Amazon Ads expert will teach you the fundamentals, from setting up your advertising account to strengthening your product detail pages to help increase traffic and sales. A fictional brand, Greenpot, will help put recommendations into practice, and you'll also learn through a case study how a real advertiser uses self-service solutions and marketing features (like A+ content) to help their products resonate even more with customers.</p>  <p>Rachel Shelton, Senior Manager, Advertiser Marketing Experience</p>
1:25 – 2:10 PM / 2:25 – 3:10 PM	07	<p>EU- and International Expansion - How to become a global brand with Amazon Everyone should bring their brand globally! You ask why and how? Then join this session to hear first-hand experience from successful global sellers. You will learn why you should expand globally along with different strategies that you might want to use. Furthermore, you will learn how you can master any challenges that might arise and how to avoid some common pitfalls. This session is designed to take away the uncertainty and show how easy it is to become a global brand with Amazon.</p>  <p>Rolf Kimmeyer, Manager Amazon Global Selling DE</p>  <p>Sofia Belcadi CEO & Founder, 1001 Remedies</p>
2:20 – 3:05 PM / 3:20 – 4:05 PM	08	<p>Optimize your business with Explore Selling Programs & Growth Opportunities Learn about optimizing your business with growth tools that provide program and product level recommendations. These tools will not only enable you to grow your business, but also help you prioritize your actions on Seller Central. While "Explore Selling Programs" provides learnings on Amazon programs best suited to help you grow your business, Growth Opportunities provides actionable recommendations at the product level allowing you to have a more granular view of portfolio optimization. In this session, we will talk about where to find these tools and how to best utilize them to grow your business.</p>

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Sourav Singh
Principal Product Manager,
Growth Opportunities



Kimberly Smith
Sr. Product Manager, Product Opportunity
Explorer

2:20 – 2:50 PM /
3: 20 – 3: 50 PM

09

Kickstart your Amazon sales journey with quality customer reviews through Amazon Vine

Amazon Vine helps Brands overcome cold-start by enabling them to receive high quality customer reviews to new or slow-moving products. Vine thus invites unbiased reviewers who have demonstrated high standards in writing trustworthy reviews to share their true opinion about the product to help their fellow customers make informed purchase decisions. With Vine, Brands can receive reviews even before the first organic order is placed while building trust with customers and boosting sales up to 19%.



Hugo Krier
Senior Program Manager

3:15 – 4:00 PM /
4:15 – 5:00 PM

10

Create Quality Product Pages using Amazon Brand tools

Having quality detail pages makes for a richer shopping experience, better customer engagement and increased sales. A+ Content allows Brands to share their unique Brand Story and deep dive on product features, using beautiful, immersive assets. Manage Experiments (MYE) enables brands to run A/B tests that optimize the titles, images and A+ Content on their product pages. We are announcing the launch of Premium A+ Content, with new video, interactive hotspot, image carousel, and enhanced comparative table modules, which can increase sales by up to 20%. We are launching the ability to efficiently A/B test on bullet points and description, which can further increase sales by up to 25% with MYE. You will leave this session knowing how to get access to Premium A+ and MYE, what quality A+ content looks like, and how to test and optimize your content.



Siddharth Prabhu
Senior Product Manager Tech

3:15 – 4:00 PM /
4:15 - 5:00 PM

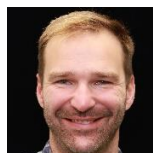
11

Optimizing and Maximizing Your FBA Inventory

Learn how to use Amazon's tools to maintain a healthy level of inventory, offer the fastest customer delivery, and increase conversion. Take the risks out of managing your inventory by restocking the right amount, avoiding excess, and using automated value recovery features to maximize your return on investment.



Aaron Thomas
Senior Manager
Fulfillment by Amazon



Andy Allen
Principal Product Manager
Fulfillment by Amazon

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09:00 – 09:55 AM/ 10:00 – 10:55 AM	12	<p>Opening Session Day 2</p> <p>Join Giovanni Soltoggio, Head of Seller Services, talking about the highlights of the first Amazon Brand Conference day. In a Fireside Chat between Ryan Frank, Director Seller Services Spain, and Xavier Flamand, Vice President Seller Services Europe, you will get insights of how we are supporting Small and medium-sized enterprises (SMEs). Hear all about our innovations and the initiatives we drive to accelerate the growth of your business. One of those initiatives is 'Made in Italy', Anna Bortolussi, General Manager, EU Selling Partner Self Service Registration will talk to a Selling Partner within this program. Finally listen to Andrea Di Carlo Deputy Executive Director of the EUIPO, describe what the EUIPO is doing to support EU SME through the protection of their IP rights.</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Xavier Flamand Vice President EU Seller Services </div> <div style="text-align: center;">  Ryan Frank Director Seller Services Spain </div> <div style="text-align: center;">  Anna Bortolussi GM EU Selling Partner Self Service Registration </div> <div style="text-align: center;">  Alberto Gaglio CEO, Erbecedario </div> <div style="text-align: center;">  Andrea di Carlo EUIPO Deputy Executive Director </div> </div>
10:00 -10:45 AM / 11:00 – 11:45 AM	13	<p>Incentives and tools to help you start and grow your Fulfillment by Amazon (FBA) business</p> <p>Starting your new FBA business or growing your existing business might be challenging. We will introduce various incentives and tools available on FBA to help you reduce costs and make the right inventory planning decisions. You will learn more about the programs that can help you launch new products with lower risk, save on storage and shipment costs and help you select the right products to further develop your catalogue.</p> <div style="text-align: center;">  Saad Nek Akhtar, Head of Fulfillment by Amazon Germany </div>
10:00 -10:45 AM / 11:00 – 11:45 AM	14	<p>Partner with an Amazon Marketplace Consultant to grow your business</p> <p>Learn from Amazon 360 leaders about their program. Listen to a Marketplace Consultant talking about what his usual day looks like, how he consults his accounts to grow and how the program has helped Barry Tong, CEO of Sol Retail to take his brand to the next level.</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Jamie Marshall, Marketplace Manager </div> <div style="text-align: center;">  Barry Tong, CEO, Sol Retail </div> </div>
10:50 – 11:20 AM/ 11:50 – 12:20 PM	15	<p>Launch your innovative startup or small brand with Amazon Launchpad</p> <p>Learn how Amazon Launchpad supports startups and entrepreneurs launch and boost sales of unique, innovative or sustainable products by offering them premium tools and benefits. Hear directly from Amazon Launchpad brands and be inspired by entrepreneurs who have taken part in the program and made their innovative products discoverable to millions of Amazon customers!</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Matthew Ranger Head of Amazon Launchpad </div> <div style="text-align: center;">  Neil Smith CEO, Life Technologies </div> <div style="text-align: center;">  Hannah Saunders CEO, Toddle Born Wild </div> </div>

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10:50 – 11:20 AM / 11:50 – 12:20 PM	16	Utilizing Video to Modernize your Business on Amazon Amazon Live Shoppable Videos is a fast-growing business focused on enabling customers to find inspiration, information, entertainment, and community through videos at any point in their shopping journey. More than ever, shoppers around the world use video to discover products, to research and make more informed purchase decisions, and to engage with creators and communities they trust. We work with creators of all types, from selling partners, publishers and influencers, to authors and shoppers, to enable them to reach new audiences. We aspire to host and curate the world's best library of shoppable video content.  Liana Thompson Senior Product Marketing Manager
11:20 -12:20 PM / 12:20 – 1:20 PM		Time for a break Check out our videos on the Wellness Hub, visit our Booths to chat live with Amazon experts and discover the Seller University channel to access free learning material.
12:20 – 1:05 PM / 1:20 – 2:05 PM	17	Get IP rights quickly and at little to no cost with IP Accelerator and the EUIPO SME Fund In this session, we will talk about Amazon IP Accelerator, a program developed by Amazon to provide quicker and easier access to IP rights, always at capped prices, as well as the free services and financial support for EU SMEs implemented by the EUIPO.  Olivia Mazzucotelli Manager Customer Trust EU  Nicolas Vigneron SME Programme Manager, EUIPO
12:20 – 1:05 PM / 1:20 – 2:05 PM	18	Raise the bar for your brand visuals with Amazon creative services With Amazon creative services, you can now discover, compare, and book directly with trusted service providers for creative assets, right within the advertising console. In this session our product expert speaker, Olga Vilas Sanz, Creative Suite Marketing Manager at Amazon Ads, will show you what it's all about and will walk you through a live demo to see in real time how the service works. You'll learn how to search, filter and browse reviews and samples so you can find the provider that better fits your needs. Our speaker will also discuss the importance of having high quality creatives and how you can use the Amazon creative services to drive success across the funnel using the creative deliverables across your sponsored ads and Stores.  Olga Vilas Sanz Creative Suite Marketing Manager Amazon Ads

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1:15 – 2:00 PM / 2:15 – 3:00 PM	19	<p>Peer to peer: Hear from Selling Partner David Hellard how he successfully sells his brand, Caffeine Bullet, on Amazon</p> <p>We are firm believers that you can learn from each other and make the most out of the Brand community in Europe. For this session, we invited a successful brand selling on Amazon so you can hear about their experience and get helpful tips and tricks. Get inspired and find out their secret formula for growth.</p>
		<div style="display: flex; justify-content: space-around;"><div style="text-align: center;"><p>Giovanni Soltoggio Head of Seller Services</p></div><div style="text-align: center;"><p>David Hellard CEO & Founder, Caffeine Bullet</p></div></div>
2:10 – 2:55 PM / 3:10 – 3:55 PM	20	<p>Enable your business to sell across Europe with Fulfilment by Amazon (FBA)</p> <p>Amazon has several programs in place for you to grow your business in Europe. In this session, we will walk you through some existing initiatives that can help you lower your fulfillment fees and deliver faster to your customers.</p>
		<div style="text-align: center;"><p>Andreas Apostolidis Head of Pan-EU FBA</p></div>
3:00 -3:45 PM / 4:00 – 4:45 PM	21	<p>Brand Analytics: Strategic Search dashboards for your business</p> <p>The Search Catalog and Query Performance dashboards have delivered on the promise of broader data and deeper search performance metrics to inform your strategy. This year, we are also announcing the launch of these two dashboards WW, downloads capability, and additional dashboards such as Query Performance ASIN View to help Brand Owners make faster decisions leveraging search traffic data to its full potential. You will leave this session excited to dig deeper into your performance through the readily accessible search performance metrics that will drive tactical and strategic decisions for your business.</p>
		<div style="display: flex; justify-content: space-around;"><div style="text-align: center;"><p>Nirmala Ranganathan Principal PMT</p></div><div style="text-align: center;"><p>Kate Lachapelle Product Manager Brand Analytics</p></div></div>
3:45 – 4:00 PM / 4:45 – 5:00 PM	22	<p>Amazon Brand Conference - Key Takeaways</p> <p>This session wraps up the official Amazon Brand Conference with key takeaways from the past two days.</p>
		<div style="text-align: center;"><p>Giovanni Soltoggio Head of Seller Services</p></div>