

<b>GLOBAL ECOMMERCE SYMPOSIUM</b>		
October 30, 2018		
8:00 AM	<b>Registration Opens – Coffee / Danish / Networking</b>	
9:00 AM to 9:40 AM	<b>Welcoming Comments</b> <ul style="list-style-type: none"> <li>Kevin Church, President UPS</li> </ul> <b>Morning Keynote</b> <ul style="list-style-type: none"> <li>Willam Gensburg, Founder UPS, I-Parcel</li> </ul>	
9:40 AM to 9:50 AM	Break	
9:50 AM to 10:30 AM	<b>What do your customers want in a global e-commerce experience</b> <ul style="list-style-type: none"> <li>Luis Dejjanne-Director, UPS Corporate Marketing</li> </ul>	<b>Thought Leadership: Digital Marketing</b> <ul style="list-style-type: none"> <li>James Bledsoe – Director, eCommerce Innovation Lab, US Department of Commerce</li> </ul>
10:30 AM to 11:10 AM	<b>How do you attract new global e-commerce customers</b> <ul style="list-style-type: none"> <li>Tony Duda - Rakatan</li> </ul>	<b>Thought Leadership: Best Practices Panel</b> <ul style="list-style-type: none"> <li>Chris Chapman, LouCon</li> <li>Anthony Bottoli, Miva</li> </ul>
11:10 AM to 11:25 AM	Break	
11:25 AM to 12:05 PM	<b>What good looks like- Global E-Commerce Website Logistics</b> <ul style="list-style-type: none"> <li>Chris Mehlfelder – Director of Marketing, UPS i-Parcel</li> </ul>	
12:05 PM to 1:20 PM	<b>Luncheon Keynote:</b> <ul style="list-style-type: none"> <li>Wade Burgess, CEO at ShiftGig and Former VP of Talent at LinkedIn</li> </ul>	
1:20 to 1:35 PM	Break	
<b>Breakout Session</b> 1:35 PM to 2:15 PM	<b>Mitigating Risk in a global environment</b> <b>Speaker TBD – UPS Capital</b>	<b>Thought Leadership: Future of Cryptocurrency</b> <ul style="list-style-type: none"> <li>Adam Koehler, Co-Founder, CPRP</li> </ul>
2:15 PM – 2:30 PM	Break	
2:30 PM to 3:30 PM	<b>Round Table Discussions</b>	

3:30 PM

**Symposium Concludes**