

WORLDDEF ISTANBUL

E-COMMERCE & RETAIL TECH

📅 JUNE 6-7-8 📍 YENIKAPI

SPEAKER GUIDE



Event Name: WORLDEF ISTANBUL

Date: 6-7-8 June 2024

Place: Dr. Mimar Kadir Topbaş Performance and Art Center

Event General Summary

WORLDEF ISTANBUL is an international event that has been held for 7 years to showcase Turkey's e-commerce and production potential in the global arena and encourage new collaborations.

This event, the eleventh of which will be held in Istanbul on 6-7-8 June 2024, brings together manufacturers, buyers, industry professionals, service providers, entrepreneurs, exporters and investors.

This year, WORLDEF, as a comprehensive platform on e-commerce and technology, targeted a total of 20,000 qualified visitors from Turkey and around the world.

Event Theme and Concept

Themes such as innovation, artificial intelligence, sustainability, e-state of marketing, e-logistics and the future of commerce will be emphasized. Additionally, the program will be performed simultaneously on 3 stages. The number of visitors expected to attend the event is planned to be 20,000 or more

One to One:

- One To One sessions will be held by our 4 and 5-level partners.
- Our 5-level speakers will have 45 minutes. Our 4-level speakers will have 30 minutes.
- Our speaker will be invited to the technical team/director at least half an hour before the session time for headset fitting and technical checks.
- Our speakers will be able to follow the session duration on the timer screen.
- For our speakers whose time has expired, situations such as session chair intervention are possible.

Session:

- Session topics are determined by the WORLDEF Academic Board and speakers are positioned accordingly.
- It consists of 1 session chair and 4 speakers in line with the determined topic. Session duration is limited to 50 minutes.
- Within the time limit, 2 different questions are asked by the session chair and 2 rounds of questions are answered between the speakers.

Debates:

- Debates will take place on the Future Commerce Stage on Day 3 of the event.
- Case Study and Mess Up Stage will not be active on Day 3 of the event.
- Debate topics will be determined by the WORLDEF Academic Board.
- While one of the debate speakers will be determined by the WORLDEF Academic Board, the other speaker will be determined according to the results of the competition organized by WORLDEF.
- It consists of 1 session chairman and 2 speakers in line with the determined topic.
- Our debate time is limited to 60 minutes.

Note: Simultaneous Turkish - English translation service will be available in each hall.