

WORLDDEF

GLOBAL
E-COMMERCE

DUBAI

4-5 DEC 24

SPEAKER GUIDE



Event Name: : WORLDDEF DUBAI 2024

Date: December 4-5 2024

Place: Dubai CommerCity

WEBSITE

<https://worlddef.com/events/dubai-2024/>

VENUE OF THE EVENT

Dubai CommerCity

PROGRAM

You can follow the current program flow on our website and social media accounts.

<https://worlddef.com/events/dubai-2024/event-program/>

GENERAL SUMMARY OF THE EVENT

WORLDDEF is an international event that has been organised for 7 years to showcase Turkey's e-commerce and manufacturing potential in the global arena and to encourage new collaborations. This event, the twelfth of which will be held in Dubai on 4-5 December 2024, brings together manufacturers, buyers, industry professionals, service providers, entrepreneurs, exporters and investors. WORLDDEF, a comprehensive platform on e-commerce and retail technologies, has targeted a total of 10,000 qualified visitors from Turkey and the world this year.

EVENT THEME AND CONCEPT

Event theme consist of global e-commerce, innovation, artificial intelligence, sustainability, digital marketing, e-logistics and the future of e-commerce technologies will be emphasised. In addition, the programme will be performed simultaneously on 3 stages. The number of visitors expected to attend the event is planned to be 10,000 and above.

SESSIONS:

Fireside Chat:

- Fireside Chat sessions will be held by our 5 Level partners.
- Our 5 Level partner speakers will have 20 minutes Fireside Chat session time.
- Our speaker will be invited to the technical team / registrar at least 15 minutes before the session time for headset installation and technical controls.
- Our speaker will be able to follow the session time on the timer screen.
- For our speakers whose time has expired, situations such as session chair intervention are possible.
- Speaker information must be filled in by the specified date via the forms to be sent by WORLDDEF. WORLDDEF will not accept any responsibility for incomplete information.

Panel:

- Panel session topics are determined by the WORLDEF Academic Board and speaker positioning is made accordingly.
- Panels of our 5 Level partner speakers will be held in 1+2 order. 5 Level partners have the right to be a panellist in the panels.
- 4 Level partner speakers' panels will be held in 1+2 order. 4 Level partners have the right to be a panellist in the panels.
- Panel session duration is limited to 30 minutes in line with the determined topic.
- Within the time limit, questions are asked by the session chairman and questions are answered between the speakers.
- Our speaker will be able to follow the session time on the timer screen.
- For our speakers whose time has expired, situations such as session chair intervention are possible.
- Speaker information must be filled in by the specified date via the forms to be sent by WORLDEF. WORLDEF will not accept any responsibility for incomplete information.

Debate:

- The debates will be held on the 2nd day of the event.
- Debate topics are determined by the WORLDEF Academic Board.
- Belirlenen konu başlığı doğrultusunda 1 oturum başkanı ve 2 konuşmacıdan oluşur.
- The debate time is limited to 30 minutes.
- Our speaker will be able to follow the session time on the timer screen.
- It consists of 1 session chairman and 2 speakers in line with the determined topic.
- Speaker information must be filled in by the specified date via the forms to be sent by WORLDEF. WORLDEF will not accept any responsibility for incomplete information.

Keynote:

- Keynote session duration is limited to 20 minutes.
- Keynote speakers are determined by the WORLDEF Academic Board.
- Speakers who will present in the keynote session must submit their presentations by the date notified to them. Presentations sent after the specified time will not be accepted.
- Our speaker will be able to follow the session time on the timer screen.
- For our speakers whose time has expired, situations such as session chair intervention are possible.
- Speaker information must be filled in by the specified date via the forms to be sent by WORLDEF. WORLDEF will not accept any responsibility for incomplete information.

Masterclass:

- The duration of the sessions on the Masterclass stage is limited to 30 minutes.
- The session format will consist of 1 stage leader and 1 speaker.
- At the end of the session, the stage leader can take questions from the audience and direct them to the speaker.
- Our speaker will be able to follow the session time on the timer screen.
- For our speakers whose time has expired, situations such as session chair intervention are possible.
- Speaker information must be filled in by the specified date via the forms to be sent by WORLDEF. WORLDEF will not accept any responsibility for incomplete information.

F.A.Q

You can find answers to all your questions about the event [here](#).

Note: The entire event program will take place in English.