

# E-COM TOP VOICES

Influencer Welcome Kit

"Let Your Voice Shape the Future of E-Commerce"

# Welcome!

Congratulations on joining the ECOM TOP VOICES movement!  
From now on, you are not just a content creator, but an active member of a global community that gives voice to the transformation of e-commerce.

On this journey toward WORLDEF DUBAI 2026, we need your story, your insights, and your perspective.

## Why Are You Here?

This journey will bring you not only views but also reputation and influence:

-  A chance to speak on stage at DUBAI 2026 (Future Commerce Stage or Case Study Stage)
-  Top Ecom Voice Badge – a prestigious identity
-  Full Access PRESS Pass – VIP entry and backstage networking
-  Global visibility and personal brand value
-  Company Establishment in the USA
-  E-Commerce Company Establishment in the UAE
-  VIP ticket gift
-  Executive ticket gift
-  Visibility in WORLDEF E-Commerce Magazine
-  Visibility on WORLDEF Instagram account
-  Visibility on WORLDEF YouTube channel
-  Visibility on WORLDEF News website
-  Surprise gifts, awards, and media exposure

## What Should You Share?

Your content = Our media power.

Feel free to be creative on the following themes:

- Your e-commerce story, achievements, and why you are passionate about e-commerce
- Content related to e-commerce or relevant industries
- AI tools and e-commerce
- Your entrepreneurship journey
- Strategic topics such as logistics, fintech, marketing technologies
- Your WORLDEF event experiences (if you've attended before)
- The future of e-commerce, your message to the ecosystem...

And in every piece of content, you must definitely mention WORLDEF DUBAI 2026 and invite your followers to the event. Contents that do not mention WORLDEF DUBAI 2026 and do not include the hashtag #WORLDEF2026 will not be considered.

NOTE: Content is limited to 3 Reels. The content language may vary, but subtitles must be in English. 🎥 Format: Instagram Reels

## Posting Rules

To earn points, every content must include these two conditions:

- ✓ #ECOMTOPVOICE and #WORLDEF2026 hashtags
- ✓ @worlddefglobal mention (Instagram)

Any content missing one of these conditions will not be considered.

**NOTE:** There is no limit to the number of posts. Content can be in different languages, but subtitles must be in English.

## How Will You Be Scored?

Evaluation will be based on the total score:


Category	Point Max
Views	(x1 multiplier)
Comments	(x2 multiplier)
Likes	(x1 multiplier)
Shares	(x2 multiplier)

Weekly rankings will be announced, and the Top 50 will be updated each week.

The performance of 3 contents you produce in line with the rules will be evaluated based on views, comments, likes, and shares. Running ads on your content is allowed.

Final evaluation will be based on data collected on December 19.

## Prizes

 **Top 3** → DUBAI 2026 Main Stage Speaker (10-minute keynote session), Top Ecom Voice 1-2-3 Badge, WORLDEF E-Commerce Magazine Cover (only for 1st place), Full Access PRESS Badge, Company Establishment in the USA, Company Establishment in the UAE, 2 VIP Ticket Gifts, 15 Executive Ticket Gifts

 **Top 10** → Parallel Stage Speaker, Top Ecom Voice 10 Badge, Interview in WORLDEF E-Commerce Magazine, Full Access PRESS Badge, 1 VIP Ticket Gift, 10 Executive Ticket Gifts

 **Top 50** → Top Ecom Voice 50 Badge, Full Access PRESS Badge, 5 Executive Ticket Gifts

**Note:** These prizes are non-transferable and cannot be sold or transferred without the approval of the prize provider.

## Extra Benefits

Creative content may also be featured on WORLDEF Instagram and in our Mailing Newsletters.

## Do You Have Questions?

 [worlddef.com/topvoice](https://worlddef.com/topvoice)

 [info@worlddef.com](mailto:info@worlddef.com)

 [@worlddefglobal](https://www.instagram.com/worlddefglobal)

Are you ready? Let's begin.

Create your first content now, make your voice heard, and take your step onto the stage.