



Time	Agenda	Detail
08:00	Breakfast & Registration	
09:00	Introduction	Bryan Kariuki - Country Manager @ Travelstart Kenya
09:20	Panel	E-commerce players moderated by Mbwana Alliy (Founder and Managing Partner, Savannah Fund): "The art and science of selling (anything!) online"
10:00	Speaker	Stephan Ekbergh - OTA pioneer; Travelstart founder/CEO: "Passion as a Compass"
10:30	Networking Coffee	
10:50	Keynote speaker	Anna Othoro - Nairobi City County Executive Committee Member in charge of Government Trade, Industrialisation, Cooperative Development, Tourism and Wildlife
11:20	Panel	Online Payment Platforms moderated by Eran Feinstein: "Is it easy, safe AND fashionable to pay for online purchases?"
12:00	Speaker	Eran Feinstein - Managing Director @ 3G Direct Pay "The Great East African Paradox"
12:30	Lunch	
13:30	Panel	Online marketing moderated by Bryan Kariuki: "How to acquire and convert customers through online channels"
14:10	Activity	Google partner: Martin Kiarie, Head of Digital Strategy @ Bean Interactive
14:40	Activity	Speed networking session
15:10	Networking Coffee	
15:30	Panel	Airlines: "Online: How airlines are taking advantage of this channel "
16:10	Speaker	Juan Torres - General Manager @ Amadeus East Africa
16:40	Closing remarks	Moses Nyagah - Regional Manager Sales & Marketing @ Amadeus East Africa
17:00	Photos & End	