

# Code Commerce Club

# Program

---

**09:30** Walk in with a freshly brewed coffee or tea

**10:00** Welcome

**10:15** Opening Keynote: **Connect to consumers - Navigating the customer journey with Midge Hazewinkel (Head of Klaviyo at Code) and Coen Fredriks (E-Commerce Strategist at Code)**

**10:45** E-Com Interview: **How namuk shapes its e-commerce strategy, builds a sustainable brand and gets in front of new customers - Simon Bertschinger (Head of E-Commerce at namuk), Neil Forrest (Sr. Strategic Partner Manager at Gorgias) and Valeria Granda (Agency Partner Manager at Rebuy)**

**11:15** Coffee break

**11:30** Expert Keynote: **How to drive growth with storytelling? Brand Storyteller & Narrative coach Jones Siahailatua shares powerful principles to create stories that will help you build lasting connections with your customers**

**12:15** Lunch break

**13:15** Expert Keynote: **Beyond Basics: 3 Advanced Email Marketing Flows that immediately bring value - Aina Lobera (Klaviyo Expert at Code) and Sarah Longour (Senior Partnerships Manager at Klaviyo)**

**13:45** E-Com Interview: **Exploring the steps taken by DOUXE to generate +40% of its online revenue through Email Marketing - Sarah Longour (Sr. Partnerships Manager at Klaviyo) and Midge Hazewinkel (Head of Klaviyo at Code)**

**14:15** Soda break

**14:30** Expert Keynote: **Most common mistakes made in Email Marketing & Live Quiz: Midge Hazewinkel will put your attention to the test - Exciting prizes awaiting!**

**15:00** Roundtable series: **learn from peers and experts while discussing topics like Storytelling, Personalization, Email Marketing, Customer Service & more**

**16:00** Exchange experiences with leading brands while enjoying drinks & bites

**17:00** Until next CCC! **Bid adieu to an inspiring day with insights and new connections**

