



WWW.MBSUMMIT.IT

#MBSummit



SEO - SOCIAL - GROWTH HACKING
DIGITAL - AFFILIATE - E-COMMERCE - ADV



MB MARKETING
BUSINESS
SUMMIT

WWW.MBSUMMIT.IT

#MBSummit

TITLE

YOUR NAME + CONTACTS

SLIDES - INFORMATION

Thanks for being our speaker!

You can use another template if you want, but it has to be 16:9

Your talk will be 25 minutes long + 5 Q&A minutes.

If you have a speech into the **DEEP DIVE only practical talks** will be allowed: during Deep Dive 3 speakers will talk on the stage, one after another (20 minutes for each speaker) and 15 minutes at the end of Deep Dive session (all 3 speakers have to be on the stage to answer questions)

Presentations Features:

1. Practical talks with examples and case studies
2. No auto-promotional talks
3. Our attendees knowledge is advanced, so focus on methods, strategies, case studies, how-tos
4. If you are a sponsor, please don't show how your tool works
- 5. Please don't use slides you already shown in others conferences**

DEADLINE TO SEND YOUR PRESENTATION TO US: May, 15th

TIPS FOR YOUR TITLE

To these links <https://2019.mbsummit.it/> <https://2018.mbsummit.it/> https://2017.mbsummit.it you can see talks of previous editions.

Your title has to be catchy. Some examples:

- *How we grew leads by 40% thanks to Tik Tok Ads*
- *-50% abandoned carts, +30% of revenue: I'll show how to get these results with CRO for ecommerce*

Attendees like to see methodologies and processes and understand how to use them in their businesses.

- Show a website/brand
- Show ads and their segmentation
- Show how to get results but also critical issues and how you solved them
- In your case study, explain the brand, its goals, its budget, timing and strategy

Some talks examples

⚠ NOT ALLOWED ⚠

How I increased Core Web Vitals: a case study

Case study about Varnish or WPRocket without showing what is and how it has been set up, how tasks have been set up or the cache, without showing the website.

This talk doesn't add a value for attendees.

● AMAZING TALKS ●:

How I increased Core Web Vitals: a case study

In this case study you'll show

- 1) How to set up servers and cache systems
- 2) How to set up a Cnd
- 3) How I used plugins to lower scores
- 4) which is the website

You show the real and practical process.

Some talks examples

 **NOT ALLOWED**  :

How I increased by 250% sales thanks Facebook Ads and interactive experience

Case study where you don't show ads, target, the client/website, how you set up pixels or retargeting strategies. You only show screenshots for results without showing HOW (the process) you got those results.

 **AMAZING TALKS**  :

How I increased by 250% sales thanks Facebook Ads and interactive experience

Case study where you'll show:

- 1) How you created the audience
- 2) How you decided for the budget
- 3) Which copy and visual you chose and why
- 4) Results you got but also problems you faced
- 5) Pixels and analytics