

eBay Seller Summit



20th Anniversary Celebration

Program Overview

We have a great program lined up for you. Our 25 million sellers helped build eBay and we are committed to your ongoing success.

eBay's 20th Anniversary event will help you:

Learn. A variety of workshops will provide details about our plans and will help you succeed on eBay. Topics such as standards, returns and new tools will be shared by eBay experts.

Network. Meet sellers from around the world and share your ideas and experiences with eBay leadership.

Celebrate. eBay is 20 years old and a vibrant marketplace. Come celebrate with us!

Here's our two-day agenda:

Thursday 10 Sept

11.00 am	Event Registration Begins
1.00 pm	Keynote: Growing your business with eBay by Devin Wenig, CEO eBay
2.00 pm – 4.30 pm	New opportunities with eBay eBay executives will share buying and selling improvements, new opportunities for growth and ideas for selling more successfully to your customers.
4.30 pm	Celebrate! Come help us celebrate our 20th Anniversary.

Friday 11 Sept

Business Growth and Networking Zone

This highly interactive zone will be open all day. Get one-on-one advice on growing your business, improving your listings, and keeping loyal customers. Talk with customer service reps. Or, network with eBay leaders and an incredible variety of other sellers throughout the day.

8.00 am – 9.00 am	Breakfast
9.00 am – 9.45 am	Global markets and key trends: Get insights from our regional leaders about growth opportunities and taking your business to the next level.
10.00 am – 12.15 pm	Drive Your Own Agenda Workshops: Choose from a variety of sessions that will help you increase your sales, manage your business and make more money.
12.15 pm – 1.30 pm	Lunch and networking
1.45 pm – 4.15 pm	Workshops
4.30 pm – 5.30 pm	Executive networking and event close

**Program elements subject to change*

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Here's some of what you'll find in the workshops:

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| Standards | Seller performance standards are changing. Learn how you'll be recognized when you deliver a great buyer experience. And, see how we are continuing our journey of relying less on subjective buyer inputs and more on objective metrics. |
| Returns | The returns process is being streamlined. Based on your vertical or business model, there are improvements you'll want to know more about – both this year and in 2016. |
| Tools | Manage your business better. New tools, insights and reports are coming together in one centralized, easy-to-access location. Be one of our first sellers to see everything in action and use it for your business. |
| Merchandising | How do customers see your best items? Learn how promoted listings give you access to prominent locations on eBay such as first-page search results, and you pay only when your item sells. |

These are just four of the topics you can choose from in the workshops. You can also learn more about search, shipping, pricing and other areas that will help you attract new buyers, promote great products and get new ideas for your business.