

E-Commerce Wave Miami: Created Learning and Networking Opportunities for Miami-Based Business Owners and Entrepreneurs

The first edition of the summit happened last Friday at The Climate and Innovation Hub

MIAMI, FL, UNITED STATES, April 16, 2024 /EINPresswire.com/ -- [E-COMMERCE WAVE MIAMI 2024](https://www.einpresswire.com/news/e-commerce-wave-miami-2024), the first edition of a one-day summit held at The Climate and Innovation Hub on Friday, April 12, saw 300 guests take advantage of Miami's sunny weather to immerse themselves in a dynamic platform for eCommerce connections, learning, and engagement.

The summit, organized by [Sobefy Agency](https://www.sobefy.com), offered a diverse array of workshops, keynote speeches, exhibitors, and networking opportunities, providing attendees with valuable tools and knowledge to enhance their eCommerce endeavors. Notable companies and institutions such as The Idea Center at Miami Dade College, Amazon, Pantastic, Refersion, Postscript, Shop2App, Loop subscriptions, and ED-Digital were among the participants, showcasing their latest innovations and solutions.

The day commenced with illuminating keynote addresses by industry leaders, covering topics such as personalized email journeys, the mobile app advantage, subscription growth strategies, Amazon and DTC strategy integration,



Martina Prencipe and Leigh Kopperman of Amazon host a keynote during EWM



Florenca Franceschetti of Raygun Agency hosts a workshop at EWC

and affiliate marketing strategies. These sessions provided attendees with actionable insights to drive engagement and growth in the competitive eCommerce landscape.

Throughout the day, attendees had the opportunity to participate in hands-on workshops covering a range of topics including PR practices, crafting authentic brands in the age of AI, mastering UX/UI, creating effective eCommerce funnels, optimizing Shopify strategies, and leveraging innovative email tactics for customer satisfaction and loyalty.

In addition to the educational sessions, the summit offered a vibrant networking environment where guests could connect with peers, explore cutting-edge eCommerce technology showcased by exhibitors, and indulge in delicious food curated by renowned chefs Carmen Ibarra and Javier Cussato. The day culminated in an energetic after-party featuring live music and entertainment.

For those who missed out on the event or wish to relive the experience, the full list of speakers and highlights are available on the summit's website: ecommercewavemiami.com.

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