



## **MADRID CONFERENCE REPORT WHAT'S NEXT FOR MARKETPLACES OCTOBER 2015**

### **WEDNESDAY**

#### **BOARD OF DIRECTORS MEETING**

The ICMA Board of Directors meeting in Madrid took place on Wednesday morning with a primary focus on the current status of ICMA. Thank you to all our Board of Director's for contributing valuable ideas that will ensure our association continues to flourish. It was agreed that the ICMA Spring Conference 2016 will take place in Amsterdam on 4-6 May.

#### **BOOT CAMP**

Wednesday afternoon welcomed 25 attendees to the "Facebook; Friend or Enemy?" Boot Camp facilitated by 2 guest speakers, *Gabriel Kamienny & André Hegge, Co-Founders of [AdFenix](#)*. They kicked off the Boot Camp with an introduction to current global trends regarding social media and user data with the purpose of putting the session into a bigger context.

#### **The power & weaknesses of social media**

André then looked at the latest trends and how marketplaces can leverage both the power of social media and the weaknesses. The attendees spent time in discussion groups looking into specific cases and how social media can affect certain marketplaces.

#### **The power & weaknesses of marketplace data**

Gabriel then took to the lead to discuss how to leverage the incredible resource digital marketplace's have in their user data.

#### **The combined power of social media and marketplace data**

In conclusion Gabriel & André together explored the synergies between social media and marketplace's user data, using specific cases to reach the optimal result by combining the two.

We are delighted to report it received top marks from the attendees, with 100% stating they took away practical tools to implement in their business. Due to its popularity ICMA will continue these smaller pre-conference specialised Boot Camps at future conferences, so if you missed this one you will have a chance to attend the next one on Amsterdam on Wednesday 4 May 2016.

That evening all 100+ attendees from across 25 countries received a very warm welcome from ICMA's new Chairman *Heinz Schwyter*, at the Hotel Hesperia La Manzana Restaurant. Heinz introduced our new members, the 45 first time attendees, and highlighted the continual support of exhibitors and sponsors! This event gave everyone the chance to meet and start forming those all important connections and future relationships over good food and drinks.



## THURSDAY

ICMA's very own Future Leaders Network took on the emcee role for the second time at an ICMA conference and what a wonderful job they did. They got the show on the road by welcoming the first of our speakers, *Simon Baker, Chairman of [Mitula Group](#)*. Simon explored horizontals versus vertical and whether this is a winner takes all market or is there room for both players. Simon discussed what the likely outcome is by looking at what is happening in the highly competitive online real estate segment.

We then heard from *Inaki Arrola, Managing Partner at [coches.com](#)* who shared the unique way coaches.com approaches users and clients, offering the audience insight into an alternative.

After the break we heard from the innovative *Talia Wolf, Founder and CEO of [Conversioner](#)*, a conversion optimization expert, adviser & speaker. Talia explored how businesses build and execute their conversion optimization strategies, using emotional targeting, consumer psychology and scientific data to generate more revenues, leads, engagement and sales.

*Rami Essaid, CEO & Co-Founder of [Distil Networks](#)* then hit the stage, sharing key strategies and techniques for defending your site against thieves and unauthorized aggregators using web scraping bots to steal marketplace listing data and damaging SEO. Rami was followed by *Peter Mezei, CEO of [Slamby](#)* on categorization, where he demonstrated an alternative approach which results in the users actually enjoying categorization, or better yet not even needing to know about it.

Just before the break we heard from *Javier Ortiz, Business Development & commercial director at [mitula](#)* about who they are and what they are doing in the classifieds space right now.

After a delicious lunch we had our final two speakers of the day. Up first was *Ulrich Gros, CFO of [Immowelt](#)*. Ulrich shared how the merger of Immowelt and Immonet is intended to break up and re-adjust the structure of the German online classifieds market. Our last presentation was from *Luke Taylor, CEO at [The Marketplace Lab](#)*. Luke explained that with marketplaces now accounting for over half of the world's ecommerce transactions, launching a marketplace no longer qualifies as a cutting-edge strategy. It's now all about keeping up with the competition. What's more, in eBay, Amazon,

Google and others, there are some large incumbents who dominate the space, raising the question of why sellers and customers would be interested in trading on yet another marketplace. Luke argued that it is still possible to take on the 'big boys' by closely studying the needs of buyers and sellers, and by defining what will make you stand out in your market.

### **SHARING BEST PRACTICE**

After the coffee break ICMA's unique Sharing Best Practice session returned and it continues to be one of the top rated sessions of the conference! Each delegate chose 3 roundtable discussions to share insights, opportunities and threats from their own experiences. The topics covered were:

- Social Media marketing
- Sales or Self-Serve
- Development Approaches
- User experience/user interface
- Mobile
- Security / Moderation / Curation
- SEO / SEM
- Revenue Models



### **MEMBERS MEETING**

*Heinz Schwyter* chaired the Members Meeting, which discussed the current status of ICMA and where the Board of Directors and Head Office are in formulating a strategy for moving forward in revamping ICMA for the future. We also elected a new Board Members – *Tarja soinen*, Director



Business Development, [Sanoma Digital Finland](#), whom we would like to extend a very warm welcome to.

Thank you to those who participated in this meeting and we continue to welcome any feedback and suggestions you have to improve the association.

#### LOCAL DINNER

We then had a short walk to the unique and special venue for the evening, where we listened to Spanish guitarists as a flamenco dancer performed just for ICMA at this exclusive venue. We enjoyed lots of Spanish tapas, as well as the delicacies produced by the professional ham cutter that Madrid is famous for. Thank you again to the evenings sponsor Mitula for a great night.



#### FRIDAY

To start the day's programme we welcomed back the ever-popular workshops, where we give our attendees the choice of three expert sessions to choose from:

##### Business Leaders' Forum (BLF)

The BLF was led by 3 expert speakers/facilitators. The first section "Evaluating the rivalry between horizontals and verticals" by Javier Etxebeste, Co-Founder of [Daybat Ltd](#). The second section was led by Borja de Muller & Gonzalo Mendiguren from [Schibsted Spain](#).

### **Business Operations Forum (BOF)**

The interactive BOF was facilitated by *Katja Riefler, Principal, Managing Director at [AIM Group](#) and Rob Paterson, CEO of [Pantera Digital](#)*. This session titled 'Disrupted or Disruptor?' looked at how classifieds have changed dramatically in a very short time. Of course there are still listings – text, pictures, contact details...but distribution has changed, mobile is the device of choice for users and data technology adds a dimension of possible services that was unforeseeable only a few years ago. They focused on trends in classifieds and user behaviour; what makes us so blind for disruption and what steps help us to create and maintain a sustainable classified business. They also delved into how the audience can disrupt their own businesses.

### **Sales Managers Workshop (SMW)**

Back by popular demand the SMW was led by *Seth Sherwood, Keynote Speaker, Author & Coach Dale Carnegie Performance Consultant*, and titled 'Action Oriented Sales Leadership'. Seth looked at how developing and maintaining a trusting relationship is the first step in the sales process. Your sales team can create abundant opportunities when you focus on building your relationships. The reality is that true relationships foster loyalty, which in turn builds a sustainable pipeline, ultimately making it possible to meet and exceed goals and quotas.

After the lunch break, we heard from our Keynote Speaker *Pieter van de Glind, Co-Founder at [shareNL](#)*, who guided us through a world full of new marketplaces far beyond Uber and Airbnb. He demonstrated how surprising start-ups all across the economy are able to compete with large multinationals and how these marketplaces, often associated with the 'sharing economy,' facilitate a change in consumer behaviour. Pieter welcomed us to a dynamic playing field full of innovation where eager entrepreneurs, front running businesses and confused governments are co-creating a world where consumption is redefined.

We then welcomed back *Nikki Rae, Director of Analytics & Insight at [Future Insight Analytics Ltd](#)* who delivered a full-packed session on the best of tracking practices for marketplaces using Google Analytics. Our final presentation was delivered by *Doron Nir, Co-founder and CEO at [HappySale](#)* who led a thought provoking investigation into the disruption of classifieds by mobile/social platforms.

To close the conference we had a fireside chat interview with *Juan Urdiales, Co-Founder & Co-CEO at [jobandtalent](#)*, led by *Katja Riefler, Principal, Managing Director at [AIM Group](#)*. Together they explored how marketplaces are evolving from "listings with old style search engines" to "content-matching transactional marketplaces". A clever usage of big data and machine learning technology in Mobile First platforms will bring much more liquidity and engagement to marketplaces by showing in real time a much more personalised content to the users. Juan talked about his experience with jobandtalent, and how big data technology is changing the way job marketplaces work.

### **THE FRIDAY NIGHT OUT**

The Friday Night Out conference closing party was held at Madrid's exclusive [Fortuny Restaurant & Club](#). Fortuny remains the Spanish capital's preferred hybrid hangout, located in an elegant neo-classical mansion with three stories for drinking, dining and dancing. This event allowed us to network in a relaxed atmosphere while celebrating with new friends and contacts, drinking cocktails, eating local food and dancing to great music!



## THANK YOU

Thank you to the outstanding speakers and facilitators for ensuring another successful ICMA Conference!

Also a special thank you to our exhibitors, ICMA's Future Leaders Network, our ICMA members, Rob Paterson for a great programme, the ICMA Board of Directors for your continued support, and lastly of course to all the attendees who make ICMA the one-of-a-kind Association it is!

We look forward to seeing you all again at the ICMA Spring Conference taking place in Amsterdam 4-6 May 2016.