

Agenda

3rd FEBRUARY

16:00 – 21:00

Booth Setup in Expo Hall

19:00 – 22:00

Dinner By the Organizer

Exclusively for Sponsors, Speakers & Volunteers



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RAVE DIGITAL + aheadworks.
A RAVE DIGITAL COMPANY

Agenda

4th FEBRUARY

08:00 – 17:00

Registration Desk Open

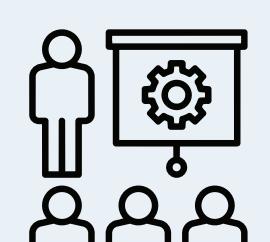
10:00 – 17:00

Expo Hall Open

Hall B

11:00 – 12:30

WORKSHOP Hall I
Future-Proofing Your Magento Store: Mastering Modern Search
for AI-Driven Visibility



Brent Peterson
CEO, Content Cucumber



David "Psy" Deppner
CEO, Psyberware, Inc.



Isaac Morey
Chief Editor, Content Cucumber



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Adobe

12:30 – 14:00

Lunch Open to All Attendees
Meet, Greet & Eat

Hall G



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ECOMMERCE ADVERTISING



Agenda

4th FEBRUARY

14:30 - 14:45

OPENING NOTE Hall E

Welcome Note

Ravi Mittal

President, Rave Digital & CEO, Aheadworks

Rave DIGITAL + **aheadworks**
A RAVE DIGITAL COMPANY

14:45 - 15:00

OPENING NOTE Hall E

Adobe Commerce & Magento Open Source Update

Adobe

Ritesh Somanı

Principal Product Manager, Adobe

15:00 - 15:15

OPENING NOTE Hall E

Magento Association Greeting

ABOVE THE FRAY

Noah Oken-Berg

CEO, Above The Fray

15:15 - 16:15

KEYNOTE Hall E

Layer 0: For the Next 100 Years, Your Tech Stack
Begins With Narrative

Chirag
Speaks

Chirag Nijjer

Brand Historian & Customer-Centricity Expert

16:15 - 18:30

Exhibit Happy Hour

Hall B

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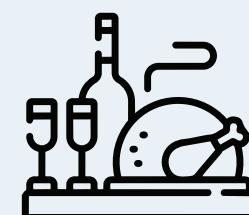
19:00 - 21:00

Abiaka - Wood Fire Grill

Wood-Fired Gourmet Dinner

Sponsored by

Magebit



Invite-only Ancillary Event

19:30 - 21:30

Cipresso - Italian Fine Dining

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Invite-only Ancillary Event



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4th FEBRUARY

20:00 - 22:00

Davidoff of Geneva
Cigar & Cognac Lounge

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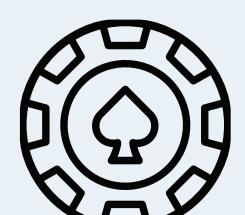
 **improntus.**  **>jetrails**

Invite-only Ancillary Event



22:00 - 00:00

Casino Events (Poker and Blackjack)



Agenda

5th FEBRUARY

07:00 - 17:00

Doors Open: Registration

08:00 - 09:30

Breakfast & Networking
Meet, Greet & Eat

 Hall G

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 **ABOVE
THE
FRAY**



09:30 - 17:00

Expo Hall Open

 Hall B

09:30 - 10:00

TECHNICAL  Hall C
How ProxySQL Unlocks Database Scalability for Magento

Pradip Shah
Co-Founder, IuroConnect
Iuro Connect
Managed Hosting Platform

BUSINESS  Hall E

Driving B2B Growth with Real-Time Pricing, Payments & Automation on Magento

Julien Anquetil
Software Development Manager, Henry Schein
 **HENRY SCHEIN**®

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5th FEBRUARY

10:00 - 10:30

TECHNICAL Hall C

The Problem Isn't Magento.
It's How We Use It.

Marek Kubacak
Founder, Hashira Consulting



BUSINESS Hall E

How Agentic Commerce Solves the
Online Trust Gap

Nauris Mikelsons
Head of Development Department, Magebit



10:30 - 11:00

TECHNICAL Hall C

What's Under the Roof? A Technical
Decision Framework for Choosing
the Right eCommerce Architecture

Oleksandr Kravchuk
Magento Department Manager,
vConnect



BUSINESS Hall E

Building B2B Commerce That's Ready for
What's Next

Bill Arvidson
IT Director,
Abbott Rubber Co.



Amit Bhaiya
CEO/Co-Founder,
DotcomWeavers



11:00 - 11:45

Morning Break

Hall G

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11:45 - 12:15

TECHNICAL Hall C

Herding Stores in Yellowstone:
A Ranch-Hand Worthy
Multi-Brand Launch

Erik Hanson
Senior Software Development Architect,
Lippert Automotive



BUSINESS Hall E

AI at Your Service: Smarter, Faster,
Leaner eCommerce

Sergej Derzap
CEO & CPO, Amasty



Aenik Shah
CEO & Co-Founder, Wizzy AI



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Agenda

5th FEBRUARY

12:15 – 12:45

TECHNICAL Hall C 9

Beyond the AI's Hype: How We Are Actually Making Our Digital Operations Smarter

Chris Collier

Director of Digital Operations, Wave Electronics



Nicanor Gioffre

Managing Partner, Improntus



BUSINESS Hall E 9

Menu-Driven Commerce: How AI Is Redefining Digital Food Procurement

Steven Singer

Chief Information Officer, Julius Silvert

JuliusSILVERT

12:45 – 14:00

Lunch Open to All Attendees

Hall G 9

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14:00 – 14:30

TECHNICAL Hall C 9

Built by the Community: How We Build and Improve Magento Open Source Docs

Danny Verkade

CTO, Cream



BUSINESS Hall E 9

Community Over Competition: Why the Magento Ecosystem Still Matters

Maier Bianchi

Founder & CEO, Bemeir

BEMEIR

14:30 – 15:00

TECHNICAL Hall C 9

Supercharging B2B Commerce: The Inside Story of L.H. Dottie's Performance Rebuild

Jennifer Goaneh

Director of Marketing, L.H. Dottie Company



Sander Mangel

VP of Technical Solutions, Above The Fray



BUSINESS Hall E 9

Beyond Meticulous Slop: Human Strategy in the Age of Generative AI

Shawn Basey

CMO, Developers Alliance

DEVELOPERS / ALLIANCE

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Agenda

5th FEBRUARY

15:00 – 15:30

TECHNICAL Hall C 9

Adobe Commerce Extensibility:
Building Flexible, Out-of-Process
Customizations

Hitarth Pattani

Senior Technical Consultant,
Content and Commerce, Adobe

Adobe

BUSINESS Hall E 9

Speed for Humans. Structure for Machines.
A Journey From Luma to Hyvä and Beyond.

Amy Hughes

Chief Sales, Marketing &
E-Commerce Leader, ClearBags

ClearBags packaging with purpose

Kuba Zwolinski

CXO, IronPlane
IronPlane

15:30 – 16:00

Evening Break Hall G 9

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16:00 – 16:30

TECHNICAL Hall C 9

Inside AI Accelerator: From Churn
Recovery to Smart Inventory – Live
Showcase

Liana Staskevica

Product Owner of AI Initiatives, Scandiweb

scandiweb

BUSINESS Hall E 9

Store Localization: From Global Expansion
to Local Connection

Inna Kleimionycheva

Head of PMO, Aheadworks

aheadworks.
A RAVE DIGITAL COMPANY

Diana Komandenko

Head of Customer Support,
Aheadworks

aheadworks.
A RAVE DIGITAL COMPANY

16:30 – 17:00

TECHNICAL Hall C 9

Guardrailing AI for Magento:
Safe Copilot Coding Without
Breaking Production

Angel Marquez

Co-Founder & CTO, Quality Clouds

Quality Clouds

BUSINESS Hall E 9

From Endless Aisle to My Aisle: The Future
of Product Customization

Ollie Hunt

Founder, Builda IO

Builda.

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Agenda

5th FEBRUARY

17:00 - 17:30

Closing Note

Hall E 

Chirag Nijjer

Brand Historian & Customer -Centricity Expert

Chirag
Speaks

Ravi Mittal

President, Rave Digital & CEO, Aheadworks

 + 
A RAVE DIGITAL COMPANY

19:00 - 22:30

Closing Party

Dinner by the Pool



22:30 - 02:00

After Party (ENTICE NIGHTCLUB)

The Fun Continues

 ABOVE
THE
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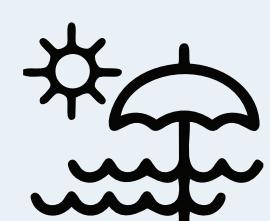


Agenda

6th FEBRUARY

12:00 - 16:30

Beach Day



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 Adobe

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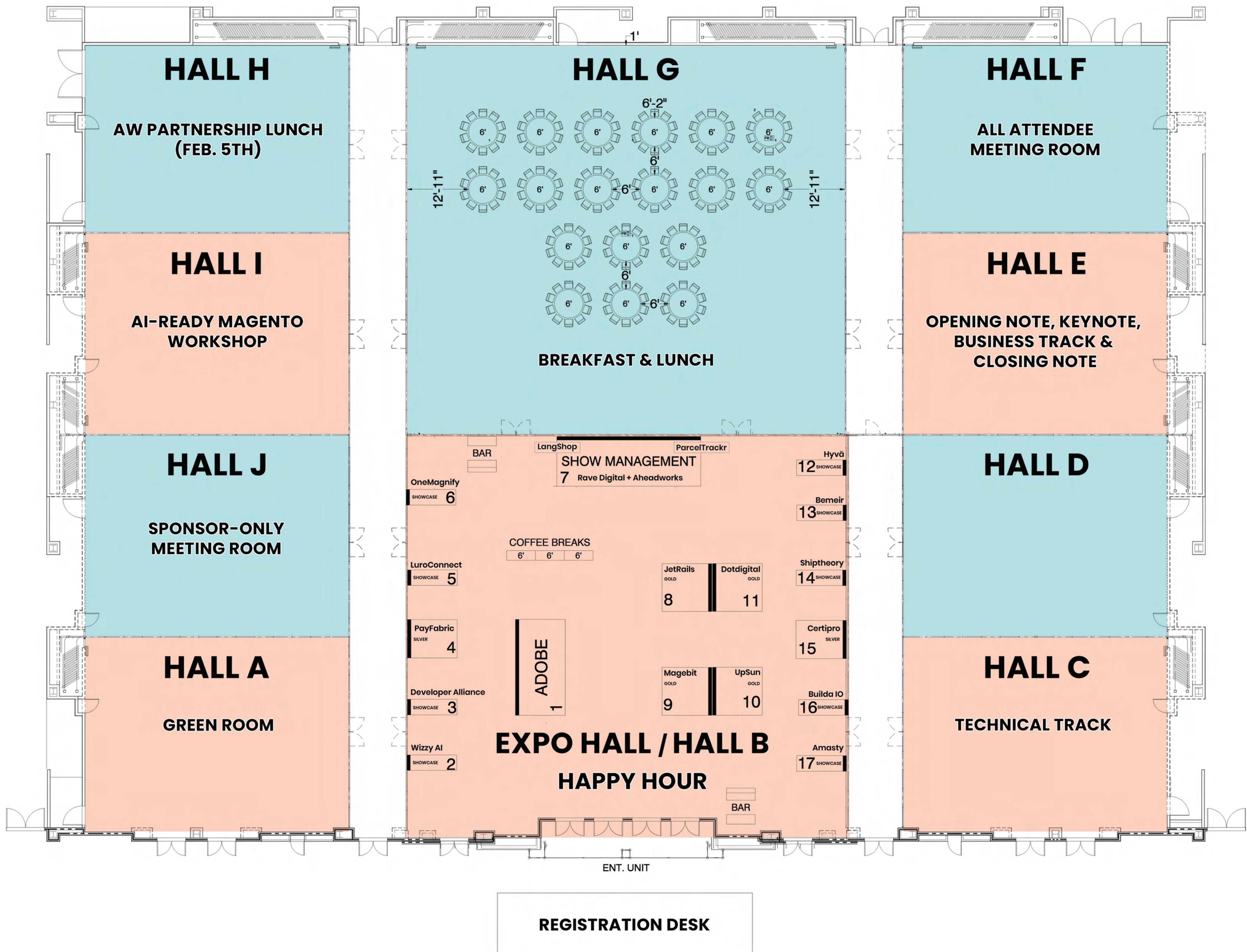
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Floor Plan



Property Map

MAP LEGEND

AMENITIES

- FedEx Office Business Center (A)
- Cashier Cage (E)
- Hard Rock Hotel Check-In (B)
- Hard Rock Hotel Valet (C)
- Hard Rock Live Box Office (F)
- Lucky Street Valet (I)
- Pool Cabana Access (B)
- The Guitar Hotel & Oasis Tower Check-in (H)
- The Guitar Hotel & Oasis Tower Valet (G)
- The Guitar Hotel Watersports (J)

GAMING

- High Limit Slots
- High Limit Tables
- Non-Smoking Slots
- Player's Club
- Poker Room
- Slots/Table Games

DINING

ENTERTAINMENT

MEETINGS & EVENTS

PARKING

THE SHOPS AT THE GUITAR HOTEL

Main Number 866.502.7529
Customer Care 800.937.0010

Witness The Guitar Light Show nightly!
Visit GuitarLightShow.com for performance schedule.

06/2022

DINING (Cont...)

THE BOL (7) (B) (D)
Offering delectable Vietnamese & Chinese cuisine

THE FOOD COURT (3) (B) (L) (D)
Features Egg (all-day breakfast), Healthy (salads & vegan), Sirico's (pizza & Italian), Lucille's (hot dogs), Asian Palace & Shake N' Burger

THE SHOPS AT THE GUITAR HOTEL

HARD ROCK STORE (A)
Look & feel like a rock star; open 24 hours

HUBLOT (d)
NEW! The Art of Fusion - Luxury Swiss timepieces combining tradition and innovation

INMOTION (e)
Electronics retailer presenting the most cutting-edge gadgets

JOCALE (i)
Locally inspired, on-trend gifts & products

KRISTALS (b)
Gemstone-infused luxury skincare & cosmetics

LAVISH EYEWEAR (c)
Functional & fashionable eyewear featuring luxury brands

LUX (j)
Women's apparel & accessories for the fashionista in you!

MAEOFU (i)
Luxury menswear

PSYCHO BUNNY (h)
Sophisticated men's & boy's apparel that stands apart from the crowd

SPLASH (g)
A specialty boutique with looks for poolside to a night out... Splash has it all!

WENTWORTH GALLERY (k)
Where rock & art meet

WESTON JEWELERS (i)
Serving South Florida for 20 years with fine jewelry & timepieces

ENTERTAINMENT

CENTER BAR (10)
Elevated bar serving drinks, live entertainment, video poker & TVs airing sports

CIPRESSO BAR (12)
Extensive wine list with focus on Italian varietals & creative cocktails

COUNCIL OAK BAR & LOUNGE (21)
Specialty libations & live entertainment

DAER DAYCLUB (26)
Boasting resort-style pools with private cabanas, DJ booth, daybeds & a bar

DAER NIGHTCLUB (25)
Hot spot with world-class DJs, state-of-the-art audiovisuals & bottle service

DAVIDOFF CIGAR LOUNGE (18)
Premium cigars & accessories with speakeasy bar

ENTICE ULTRA LOUNGE (16)
High energy dance club with three bars

HARD ROCK LIVE (8)
State-of-the-art theater-style entertainment venue with multiple bars & VIP seating

HARD ROCK SPORTS BAR (9)
NEW! All the sports action with live gaming and classic sports bar fare

KURO BAR & LOUNGE (5)
Handcrafted cocktails using fresh ingredients in modern recipes

L BAR (6)
Intimate lounge & cocktail bar offering handcrafted cocktails & live entertainment

OCULUS BAR (20)
Classic wine bar with a focus on craft beers, curated wines & signature cocktails

PLA SPORTS BAR (22)
Next-level sports bar featuring sports & game simulators & delicious food & drinks

ROOFTOP LIVE (24)
Vibrant rooftop bar featuring cocktails, live music & dramatic views overlooking the Guitar Hotel lagoon

rock spa & SALON
Located on 3rd floor of The Guitar Hotel
RESERVATIONS 954.797.5888

DISCOVER YOUR RHYTHM.

HARDROCKHOLLY.COM

THE GUITAR HOTEL **SEMINOLE Hard Rock HOTEL & CASINO** **HOLLYWOOD, FL**

DINING

ABIKA & RAMSA (28) (D)
American wood-fired grill restaurant showcasing culinary techniques of solid fuel grilling inspired by South Florida's unique bold flavors

AUBI & RAMSA (17)
"Adult" ice cream made with top quality ingredients & infused with premium spirits (21+)

BAE KOREAN GRILL (13) (D)
An authentic Korean barbecue experience featuring Shinpo grill tables & chef-prepared dishes

BEACH CLUB BAR & GRILL (27) (L)
Poolside dining offering classic American favorites with a tropical twist

CIPRESSO (12) (D)
Italian-American fare with a menu of time-honored classics based on old world traditions

CONSTANT GRIND (19) (B) (L) (D)
Artisanal coffee shop with baked goods, sandwiches, salads, chocolates & gelato made in-house daily

COUNCIL OAK STEAKS & SEAFOOD (21) (D)
Classic-American steakhouse offering USDA prime cuts of beef, raw bar, delectable seafood & award-winning wines of 400+ labels

HARD ROCK CAFE (11) (L) (D)
American diner-inspired cuisine wrapped in a unique musical experience

KURO (5) (D)
Award-winning, new-style Japanese restaurant using both locally sourced & imported ingredients

MARKY'S CAVIAR LOUNGE (14) (D)
Full-service restaurant & bar serving French cuisine, caviar service & modern American influences in a chic & intimate dining room

POOL BAR & GRILL (1) (L)
Poolside dining offering classic American favorites with a tropical twist

RISE KITCHEN & DELI (23) (B) (L) (D)
24-hour contemporary American diner/deli serving all-day breakfast, hearty salads, burgers & sandwiches & deli offerings