

# Meet Magento Italy is coming back

[Ksenia Dobreva](#) Feb 9, 2016



Meet Magento Italy is a great reason to come back to Milan! Or visit this wonderful city for the first time. The conference will be held for the third time in Milan, on 3<sup>th</sup> and 4<sup>th</sup> March. Amasty is happy to support the event this year!

The past two editions of the conference were sold out long before the opening with 400 attendees including e-commerce managers, merchants, service providers and Magento experts. The event is organized by [Webformat](#), a Magento/e-commerce development company.

## The agenda

The conference will incorporate two days fully immersed in the Magento ecosystem with the participation of some Magento Inc representatives: **Ben Marks, Magento Evangelist, Sergii Shymko, senior software engineer and head of the Magento 2 development Max Yekaterynenko.**

As for the previous edition, Meet Magento Italy will split into two tracks, tech and business, to offer a wide range of topics dedicated to the e-

commerce world and Magento 2.

The to-discuss topics are rather intriguing: the e-commerce in the field of food, integrating and marketing within your omni-channel strategy, using the online chat service or how and what you have to do in order not to lose customers in the middle of checkout.

Also some best practices, successful case studies and insights on Magento 2, automation tools and dependency management with Composer will be presented.

Further details are available on the [official event website](#).

## The location

The conference will be held at [Hotel Michelangelo](#), in Milan. The venue is a perfect spot, easily reachable by underground or by bus. It is just next to the central rail station in Milan.

## Tickets

If you wanna be a Meet Magento Italy 2016 attendee, you can get your ticket at the standard price of € 199,00 + VAT instead of € 249,00 + VAT. This offer is limited and valid until February 25.

Stay updated, visit <http://it.meet-magento.com/en/> or follow the official hashtag of the event: [#mm16it](#)