



“We're looking to learn what's next in the composable journey and hear more stories of commercetools successes.”

— Gireesh Sahukar, Vice President of Digital, Dawn Foods (Elevate 2024 attendee)

Hi {Manager's Name},

I know we can't attend every industry conference that offers content that benefits our organization. However, I believe Elevate — The Global Commerce Summit™, hosted by commercetools, is a must-attend event.

It's critical for us to retain the ability to compete in commerce. Unfortunately, daily responsibilities make it difficult to find time to explore what other brands are doing, the latest technology innovations and the next big trends. That's why Elevate was created. The summit is dedicated to helping attendees move their organizations forward on the path of digital transformation. The agenda is packed with keynote presentations, track sessions and intimate innovation talks, all focused on showcasing how modern composable technology is enabling top brands globally to continually deliver exceptional customer experiences that generate revenue and drive growth.

The thought leaders who speak at Elevate live, breathe and speak the language of commerce, and more importantly, are willing to share their expertise, experience and insights for the greater good. We'll be able to learn from a range of top brands from across the globe including Kraft Heinz, Five Below, [Pet Valu](#), [The Very Group](#), Screwfix and Liverpool.

The keynote presentations will also provide us with invaluable knowledge. Heather Hershey, Research Director for [IDC](#) Worldwide Digital Commerce Practice and Anders Sörman-Nilsson, a futurist and founder of [Thinque](#), a think tank dedicated to providing data-driven insights for global brands are both featured speakers on the agenda.

“My biggest takeaway was the confirmation that we’re on the right track with the whole MACH™ approach. Walking around and talking to people here, everyone’s really enthusiastic about the future — that’s what I’ll be taking home and spreading the word to the C-suite.”

— Diederik Oostburg, Lead E-commerce Tech, Vision Healthcare (Elevate 2024 attendee)

Connecting and collaborating with our peers in this environment will spark new ideas and strategies that we can leverage to fuel our projects.

Elevate 2025 is two full days focused on the future of commerce:

Expert Knowledge

Elevate keynote presentations will focus on digital transformation in action. Industry giants, product experts and visionary speakers will share practical tips, best practices and strategies to help us maximize our investment.

Exclusive Insights

commercetools leadership will offer inside intel on the newest composable products, most innovative features and company roadmap. They'll offer their knowledge and unique perspectives to shed light on the direction commerce is going and what the future looks like.

Inspiration & Innovation

We'll be able to choose from a wide range of breakout sessions and innovation talks that dive deep into the topics most important in commerce today. The organizers pair business leaders with technology vendors and industry experts to ensure we hear multiple perspectives on the same topic.

The summit also provides dedicated time for us to explore the vendor Expo, where we can meet select SIs and ISVs from around the globe who can help us understand how other brands are leveraging commercetools solutions to drive innovation and achieve their goals. We can ask questions, see live demos and network.

Networking Opportunities

Elevate uses conference badges that feature Klik wearable technology. This makes it easy to exchange contact information with anyone and everyone we meet simply by bumping

badges. With business and tech leaders from B2B, B2C, and D2C brands across multiple industries, plus technology partners and industry experts, it's an incredible opportunity for us to build valuable relationships, exchange ideas, and discover new ways to collaborate.

Community & Celebrations

Elevate is expecting over 800 attendees, creating an energy and excitement conducive to building community. The opportunity to celebrate our industry's collective achievements and the future of commerce with a group like this can only yield positive results.

I truly believe the insights and connections we can make at Elevate will be invaluable to advancing our projects and ensuring the organization can retain its competitive edge. Thank you for considering my request. I'm happy to discuss it further and provide any additional information you may need. You can also learn more about Elevate — The Global Commerce Summit 2025 and explore the success of last year's event by visiting elevate.commercetools.com.