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## BigCommerce Unveils “Make it Big” Program Expansion Alongside Annual 2021 Conference

*In addition to a free, two-day virtual conference featuring high-profile ecommerce thought leaders like Mark Cuban, BigCommerce introduces new podcast series and revamped customer awards program*

AUSTIN, Texas--(BUSINESS WIRE)--Jul. 28, 2021-- [BigCommerce](#) (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established brands, today announced its fourth annual Make it Big conference, a free two-day virtual event for ecommerce professionals, retailers and entrepreneurs looking to build, innovate and grow their businesses. The conference, which will be held Tuesday, Sept. 14 through Wednesday, Sept. 15, will provide attendees with first-hand proven success strategies and actionable advice for agile and innovative business growth to optimize the customer experience.

Following on the heels of its successful 2020 conference, BigCommerce is expanding the Make it Big umbrella with the introduction of a revamped Make it Big customer awards program and Make it Big podcast series, transforming BigCommerce’s flagship event to a year-round multichannel thought leadership program. This expansion comes after a year of accelerated ecommerce growth, with online sales hitting an all-time high<sup>1</sup>. Combined with plans to increase investment in omnichannel selling across ads, social media and marketplaces<sup>2</sup>, the Make it Big conference and podcast offer additional resources to merchants who are increasingly prioritizing digital sales channels.

“At BigCommerce, we strive every day to equip our merchants with the solutions they need in order to be successful, from insights on the latest markets and channels to digital innovation and ecommerce trends,” said Lisa Eggerton, chief marketing officer at BigCommerce. “Expanding our Make it Big program beyond our successful conference into additional formats establishes new and exciting avenues for our community of customers and partners to exceed customer expectations and keep their fingers on the pulse of the industry.”

### Make it Big Conference

Beginning with a keynote address delivered by renowned entrepreneur and investor Mark Cuban, Make it Big 2021 will feature 12 expert-led sessions available for streaming on-demand. Additional speakers include digital content pioneer and bestselling author Ann Handley, SEO expert Neil Patel as well as speakers from Walmart, Mastercard, LARQ and more. This year’s sponsors include Google, Walmart, TikTok and Fast.

Make it Big 2021 registrants can instantly unlock exclusive access to the [daily lineup of virtual sessions](#) to stream on-demand at 9 a.m. EST each morning. Registration is free and will remain open throughout the conference at [BigCommerce.com/Make-It-Big](#). Attendees can join BigCommerce’s conversation for Make it Big 2021 on social media with the hashtag [#MakeItBigConf](#).

### Make it Big Podcast

BigCommerce has also introduced the newest addition to its thought leadership program, the Make it Big Podcast, a bi-weekly series featuring conversations with industry thought leaders, BigCommerce partners and customers on a host of high-value ecommerce topics for businesses at all stages of growth. Episode 1 (*2021 Marketing Trends to Watch with Richard Lindner of DigitalMarketer*) and Episode 2 (*Hybrid Retail and the Future of Commerce with Melissa Campanelli of Women in Retail Leadership Circle*) are now available for streaming on Spotify, Apple and Google. For additional information and programming details, visit [www.bigcommerce.com/make-it-big-podcast](#).

### Make it Big Awards

As a global leader in Open SaaS, BigCommerce will also recognize some of the best consumer- and B2B-focused brands in the industry with its Make it Big Awards program. Participants will compete for a \$5,000 cash prize, plus more prizes valued at over \$20,000, in five categories: Design, Innovation, Emerging Brand, #EcommStrong and People’s Choice. Submissions are currently open and will be accepted until 11:59 pm CST on August 12. Winners will be announced in October. To learn more about the Make it Big Awards and for information on submissions, visit [www.bigcommerce.com/Make-It-Big/Awards/](#).

<sup>1</sup> “[US Ecommerce by Category 2020](#).” Insider Intelligence. June 22, 2020.

<sup>2</sup> “[Retail Investment Playbook: Strategic Moves For The New Ecommerce Landscape](#).” BigCommerce. December 2020.

### About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. As a flexible Open SaaS solution, BigCommerce provides merchants sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2B and B2C companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry’s, Molton Brown, S.C. Johnson, Skullcandy, Sony and Vodafone. Headquartered in Austin, BigCommerce has offices in San Francisco, Sydney and London. For more information, please visit [www.bigcommerce.com](#) or follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

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