



PRESS RELEASE

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Kentico Connection Europe Commences in London on October 7-8

Nashua, New Hampshire, USA, September 12, 2013 – [Kentico Software](#), a leader in customer experience management, today announced the kick-off of Kentico Connection Europe in London on October 7-8, 2013.

Kentico Connection Europe is a two-day conference for developers, marketers, partners and business owners looking to derive maximum value and return from their marketing efforts. The show features three tracks—Technology, Partner and a new Marketing Track that attendees can register separately for—together delivering more than 30 sessions on up-to-the-minute trends, industry insights, and partner case studies that demonstrate the level of sophistication made possible by the right combination of marketing tools, creativity and expertise:

- [Technical Track](#): Kentico-led informative technical sessions, as well as insights into the powerful digital marketing tools available to create sophisticated marketing programs.
- [Partner Track](#): Comprised of case studies and best practices for solving real-world marketing challenges.
- [New Marketing Track](#): An intensive and content-rich program for marketing professionals interested in staying ahead of the game. Learn the secrets of digital marketing with the latest knowledge and best practices from a host of industry experts.

“Digital marketing is about more than just technology,” said Petr Palas, founder and CEO of Kentico Software. “It’s also about creativity and know-how. That’s why this year’s Kentico Connection Europe conference promises to be the best yet, with a new Marketing Track featuring insight from some of the most experienced and cutting-edge professionals in the business.”

Attendees of Kentico Connection Europe can expect new Marketing Track sessions focused on a variety of marketing disciplines and channels, including:

- Branding: Why Do 90% of Campaigns Fail?, by Martin McInnes, The Church Agency
- PR: Content and Collaboration: The New Global Marketing Opportunity, by Mary Shank Rockman, MSR Communications
- The Rise of Social Photography and What It Means That Your Customers are Communicating in Images Instead of Words, by Dirk Singer, The Rabbit Agency
- Mobile: The Future of Content Management When the Mobile Broadcasts Intent, by Tony Fish, FeynLabs

Kentico Connection Europe is part of Kentico’s annual Connection Series, which also includes [Kentico Connection Boston](#) on September 23-24 and [Kentico Connection Sydney](#) on November 11-12, 2013.

To register and for more information on the Kentico Connection conferences in Boston, London or Sydney, please visit: <http://connection.kentico.com>

About Kentico CMS

Kentico CMS is an enterprise Web [Content Management System](#) and Customer Experience Management solution that provides a complete set of features for building websites, [intranets](#), community sites and e-commerce solutions on the Microsoft ASP.NET platform, on-premise or in the Cloud. It supports mobile websites, SEO, document management, online marketing tools, multilingual websites, and multisite management, and comes out of the box with 70 ready-to-use modules, 400 configurable web parts, and source code available by request.

About Kentico Software

[Kentico](#) provides an affordable, award-winning integrated marketing solution that’s easy to use but also highly customizable for powerful real-time customer-centric marketing across multiple channels, on-premise or in the Cloud. Founded in 2004, Kentico is headquartered in the Czech Republic with offices in the US, UK, and Australia. A Microsoft Gold Certified Partner with 1,200 digital agency partners, Kentico powers more than 16,000 websites in 90 countries.

Customers include [Bacardi](#); [Great British Chefs](#); [Gibson](#); [Mazda](#); [Microsoft](#); [Mighty River Power](#); [Run and Become](#); [Sony](#); [Vodafone](#).

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