



Media Contacts:

Chris Blake
MSR Communications
Phone: 1-415-989-9000
E-mail: kentico@msrcommunications.com

Jim Panagas
Director, PR & Analyst Relations
Kentico Software
Phone: 1-781-462-8461
Email: jamesp@kentico.com

404 Conference to Shake Things Up This Fall

Unique event to show web marketers and developers how to achieve excellence by learning from past mistakes; expected to draw hundreds to The Mirage Las Vegas November 2-4

Bedford, New Hampshire, USA, June 30, 2016 – [Kentico Software](#), the provider of an all-in-one CMS, E-commerce, and Online Marketing platform, is planning something that's radically new and different this Fall. Rather than add just another "digital marketing" or "customer experience" event to the growing list of industry conferences, Kentico is introducing [404](#), a groundbreaking, platform-agnostic event where digital marketers, web developers, and business executives can come together to talk openly about the challenges of digital marketing, discuss mistakes that have been made in the past, and learn how to become more effective marketers.

Learn from Some of the Smartest Minds in the Industry

"We saw no need to rehash the same content and themes that the digital marketing community has been getting elsewhere," explained Kentico Founder and CEO Petr Palas. "Rather, we want people to come to Las Vegas with a completely open mind—looking through the lens of mistakes made in the past as a means to becoming more effective, more strategic marketers and developers in the future. This event is going to be a forum for learning, innovation, and strategy."

Palas continues, "At 404, we will encourage a new generation of digital marketers, web developers, and business executives to let go of preconceived notions and open their minds to new possibilities in digital marketing and web development."

Notable Speakers, Rapidly Evolving Agenda

404 is a three-day event with a rapidly-growing agenda and several noteworthy speakers already confirmed:

[Scott Liehwehr, Co-Founder and CEO at Digital Clarity Group](#): Scott is a high-profile figure in the digital marketing community. In addition to founding Digital Clarity Group, he is a judge for the CODiE Awards and serves as on-air host for [CMS-Connected](#), a monthly webcast program analyzing all the news of the content management industry.

[Scott Stratten, President of UnMarketing](#): Scott is an expert in Viral, Social, and Authentic Marketing, which he calls UnMarketing. He ran his "UnAgency" for a nearly a decade and has done work for leading companies such as PepsiCo, Adobe, Red Cross, Hard Rock Cafe, Cirque du Soleil, Saks Fifth Avenue, Deloitte, and Fidelity Investments. Forbes.com named Scott as one of the top 5 social media influencers in the world and over 175,000 people follow his daily rants on Twitter.

[Ann Handley, Chief Content Officer at MarketingProfs](#): Ann is an expert at using digital content to build relationships for organizations and individuals. She is the author of the Wall Street Journal best seller, [Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content](#) and co-author of the best-selling book, [Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars \(and More\) That Engage Customers and Ignite Your Business](#). In addition to her role at [MarketingProfs](#), she is a columnist for Entrepreneur magazine and a LinkedIn Influencer.

Platform-Agnostic Event

404 is a platform-agnostic event that is expected to draw the users of a number of leading web development and marketing automation platforms. "The result," said Kentico's VP Marketing Rob Pinkas, "is there's going to be an extraordinary collection of smart marketers and developers all under one roof. People should flock to this event for the immense knowledge-sharing potential alone."

404 already has confirmed registrations from people in North America, Europe, and the Asia Pacific regions of the world.

Helpful URLs

- [Become a Sponsor](#)
- [Connect with the Event Manager](#)
- [Lead a Session](#)
- [Learn More about the Conference](#)
- [Register Online](#)

About Kentico

Kentico is an all-in-one CMS, E-commerce, and Online Marketing platform that drives business results for companies of all sizes, both on premise or in the cloud. It gives customers and partners powerful, comprehensive tools, and customer-centric solutions to create stunning websites and manage customer experiences easily in a dynamic business environment. The Kentico Web Content Management Solution's rich selection of out-of-the-box web parts, easy customizations, and open API quickly gets websites operational. When combined with the full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration, Kentico fully optimizes the digital customer experience across multiple channels.

Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Kentico has 1,000 digital agency partners and powers more than 25,000 websites across 100 countries. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Starbucks, and Allergan.

www.kentico.com