

Convince your Boss

Hoping to **attend Kentico Connection 2012**, but need to convince your boss?

Benefits of Attendance

- High-octane knowledge transfer
- Actionable skills
- Increased productivity
- Greater leverage possibilities
- Hot trend discussion
- Ahead of the competition
- Motivating experience
- Real-life case studies
- Difficult questions answered
- 1-to-1 sessions
- Excellent ROI
- Road map contribution
- Equipped for success

Topics Covered

- Launch of Kentico CMS 7 and new features
- Mobile development best practices
- **New** cloud enhancements
- **New** Workflow
- Multichannel marketing with Kentico EMS
- **New** Marketing automation with Kentico EMS
- **New** Salesforce Integration
- Technical Deep Dive – Smart Search
- Technical Deep Dive – Kentico EMS API
- K#
- Multi-lingual support
- Integration best practices
- Best practices for building highly scalable websites
- Website performance improvement

Register Now!

Denver, 17-18 September Prague, 1-2 October



Be Engaged, Enlightened and Empowered

It's not just a tag line, it's a promise.

Be Engaged

- 20 sessions across **business** and **technical** tracks
- **Networking** with peers & **sharing experiences**
- **1-on-1** with Kentico Technical Leads & Executives
- **Ask the Experts** session – get your questions ready!
- **Case studies** and **best practices** from Kentico users
- Socializing with **the Kentico Team**

“Kentico Connection is known for its delivery of crucial knowledge to Web professionals and site owners, and this year shan’t disappoint. With over 20 sessions of must-know information on the latest in CMS technologies, it is the conference not to be missed.”
Petr Palas, CEO, Kentico Software.

Be Enlightened

- Kentico CMS on **Windows Azure**
- Demonstration of **Kentico Enterprise Marketing Solution**
- **New and powerful features**
- Kentico EMS - your **enterprise solution**
- Version **Kentico CMS 7 launch** & demo
- Sneak peek of **Version 8**

“What I really liked ... was direct access to the technologists that built Kentico and that I was able to sit down with the business team as well. It was fantastic.”
Chad Collins, Nubifer

Be Empowered

- **NEW Product planning sessions**; have your say
- **Immediately applicable skills**
- **Latest CMS technologies**
- Productivity and ROI boosting knowledge

Kentico Connection Denver

September 17-18, 2012

Denver Marriott South at Park Meadows
10345 Park Meadows Drive
Lone Tree, Colorado 80124
USA

Kentico Connection Prague

October 1-2, 2012

andel’s Hotel
Stroupežnického 21
150 00 Prague
Czech Republic

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**Need more practical tips for convincing your boss?
How about presenting the following?**

- a [list of speakers](#), motivational keynote speaker and guest speakers
- your list of 'ask the expert' questions
- specific follow up objectives and strategies you plan to implement after the conference
- the idea of [giving your own session](#) and showcasing your company's work to a targeted audience
- a plan to share your new skills with colleagues through a presentation, newsletter or blog
- a pre-agreed plan of who will cover your work while you're at the conference
- offer to share a room with a colleague to keep costs down