

Are you  
attending  
Kentico  
Connections  
2011?

Haven't  
decided yet?

# How to Convince Your Boss



### [Kentico Connection Denver](#)

**September 26-28**

The Inverness Hotel and  
Conference Center  
Denver, Colorado  
USA

### [Kentico Connection Prague](#)

**October 10-12**

angelo hotel  
Prague  
Czech Republic

Attend Kentico Connections 2011 in either Denver or Prague to explore and learn with peers and Kentico CMS experts from all over the world!

## Event Overview:

- **Version 6 launch** featuring the new Kentico Enterprise Marketing Solution
- Keynote from [Janus Boye](#), CMS Industry analyst and expert
- Keynotes from **Petr Palas**, Kentico CEO and Founder announcing Version 6 and a sneak peak at Version 7
- Schedule 1:1 time with Kentico Technical leaders and executives
- Choose from over 20 **business** and **technical** track sessions

## Explore:

- Live demonstration of the **NEW Kentico Enterprise Marketing Solution**
- **Ask the experts sessions** featuring
  - Martin Hejtmanek – Kentico CTO
  - Michal Neuwirth – Product Manager
  - Petr Vozak, TL- E-commerce, Blogs, Message boards, Taxonomy (Tags, Categories), Notifications, UI personalization, Settings
  - Jaroslav Kordula, TL - Documents (Content), Intranet, Import/Export, Staging, Sample web sites
  - Jakub Oczko, TL - Portal engine, Social Networking, URL processing & SEO, Search
  - Zdenek Strach, TL - E-mail engine & newsletters, Online Marketing, Form engine, User contribution, Web analytics, Localization
  - Dominik Pinter, TL - Windows Azure, Security
- Live Kentico CMS sites powered by **Windows Azure**
- **Case studies** and best practices presented by real customers using Kentico CMS every day for amazing projects

## Learn:

- Deployment and management of Kentico CMS on Windows Azure
- Kentico CMS 6.0 unified development model
- Document type inheritance, UniView web parts, Object versioning
- Silent Install, Kentico Installation Manager, Permission report, Single sign-on
- In-line widgets
- **NEW** layout web parts
- Support for WebDAV browse mode
- Multi-file uploader
- LINQ to "Kentico CMS"
- **NEW** Business Layer
- **NEW** macro language K#
- **NEW** set of E-commerce features including new product types (Donations, E-products, Bundles, Paid Membership), enhancements of the shipping system and a new customization model
- Best practices for building highly scalable websites
- How to improve the performance of your website

- Management strategies and best practices that include the new Health Monitoring and External Services
- **NEW** integration strategies using the Integration Bus to easily connect Kentico CMS with any external system and synchronize information.
- **NEW** enterprise ready on-line marketing features like A/B split testing, MVT, Content Personalization, Lead Scoring, Segmentation and others
- **NEW** intranet strategies and best practices with the built-in support of Project and Task Management, Workgroups, WebDav and Document Management. You can use Kentico Intranet Solution as an out-of-the-box solution or fully customize it.