

# Marketing Festival

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## Biggest marketing one-hall conference in middle Europe starts ticket presale

**Brno, 10th June 2013 – One of the most expected online marketing event of this year will take place on 22nd and 23rd November in the spaces of Janacek Theatre. The biggest conference of its kind specialised on online marketing, Marketing Festival, promises something that marketers in Czech Republic and surrounding countries haven't experienced yet. More than 1000 visitors of this event may look forward not only to speakers from Czech and from foreign countries as well, but to unique format of conference, which thanks to its support programme, variable style of lectures and workshops as well as it's strong orientation towards practice reminds more of a festival, than usual conference. The presale will begin Tuesday 18th June at 14:00. The presale will be online (payment with a credit card) on festival website [www.marketingfestival.cz](http://www.marketingfestival.cz)**

Conference Marketing Festival brings to Czech Republic speakers from USA, Great Britain, Spain or Germany. It will combine educative part with musically artistic programme (two „afterparties“ with bands and DJ's). *„We want to educate and offer an experience,“* explains main organiser Jindrich Faborsky reasons for unconventional format of the conference and he adds: *„In two days, we want to push the visitors one year further. With shared knowledge and feeling they'll take from whole conference.“*

Organiser of Marketing Festival isn't a beginner in online marketing and conferences connected to this topic. His name is well-known to the online marketing community and he has reputation of a person, who is trying to improve the level of marketing education in our country. He emphasizes practical use of informations and actual work with them. In February 2012 he founded successful educational project JsmeMarketing existing under Palacký University in Olomouc, this year he organised Internet Marketing 2013, one of the best accepted conference among online marketing community. Marketing Festival is next big challenge for him.

## International speakers

One of the already announced speakers is American **Neil Pater**, among his clients belong companies like eBay, Microsoft, GM or HP and who concentrates on increasing their incomes with online marketing. Another next big name of Marketing Festival is his fellow American **Cyrus Shepard**, official representative of Moz(former SEOmoz), known blogger as well as SEO and content expert. **Michael King**, also from USA, will be talking about inbound marketing. **Gemma Mounz** from Spain will be focusing on web analytics. Czech experts like **Marek Prokop**, **Jan Zdarsa** or **Pavel Jasek** won't be missing. More speakers will be revealed one-by-one later.

## Education + fun + practice

Marketing Festival combines actual education of the visitors and fun in a form of festival-like atmosphere, concerts and Djs. Main discussed topics are web analytics, SEO and Inbound marketing, social media marketing and PPC advertising. Main purpose of the conference is to **pass on the know-how** in a form of practical informations, which they can use for their businesses or clients. „*We are not primarily interested in professional speakers while creating our programme, because we want introduce **working experts**, who present concrete, clear and applicable thoughts,*“ describes Jindrich Faborsky and adds: „*Therefore among the lectures we will present at least **ten workshops** led by czech and foreign experts.*“

## Basic data

Name: Marketing Festival

Date: 22nd and 23rd November 2013

Place: Janacek Theater Brno

Cena: 3290 CZK without VAT in presale

Specialisation: Online marketing

Capacity: 1050 visitors

Start of presale: 18. 6. 2013 at 14:00 on adress [www.marketingfestival.cz](http://www.marketingfestival.cz)

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