

# Marketing Festival

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## The first worldwide online marketing conference in CR takes place in Brno

Brno 30<sup>th</sup> July 2013 – On 22<sup>nd</sup> and 23<sup>rd</sup> November a Moravian capital is hosting the largest one-room conference about online marketing in the Central Europe. According to the organizers and confirmed speakers, the happening is comparable to the worldwide and international conferences. Marketing Festival, one of the most anticipated online-marketing events of this year, brings well-known foreign and domestic speakers to the Janacek Theatre in Brno. The unusual conception of the event allows over 1000 visitors to look forward not only to the interesting presentations and workshops focused on practice, but also to the colourful accompanying program, thanks to which these two days will give the impression of a festival rather than a classic conference. The advance booking of the tickets starts on Monday, 2<sup>nd</sup> September in 10 a.m. on the festival website: [www.marketingfestival.cz](http://www.marketingfestival.cz).

Beside the Czech speakers, mostly the big names of a real online marketing from USA, Great Britain, Spain and Germany accepted the invitation to the festival, which combines the educational parts with the musical and artistic program (two afterparties with bands and DJ's). „*We would like to both educate and offer an unforgettable experience at one time,*“ Jindřich Fáborský explains the reasons for the untraditional conception of the conference: „*We want to move the visitors a year ahead with the presented knowledge and a feeling, which they get from the whole conference.*“

The Marketing Festival organizer is not a novice on the field of online marketing and thematic conferences though. His name is well-known in the online-marketing community and he personally tries to increase the level of marketing education in the Czech Republic. He focuses on the practical use and the operations with information. In February 2012 he founded a successful educational project JsmeMarketing under the head of Palacký University in Olomouc, this February he organized a conference known as Internet Marketing 2013. Marketing Festival conference in Brno is another challenge for him.

Jindřich Fáborský has been dealing with the participation of the important online-marketing speakers for over half a year. In this time, he managed to provide the presence of famous stars. Among others he addressed thirty worldwide marketers to suggest the names of the speakers, who definitely should not be missing on the conference. „*Lately, I have been visiting many similar conferences abroad, including the biggest one in the USA. And even if I don't want to reveal the names too early, the people, who promised their active participation, move the conference to the world-class level. We will be revealing those names and the program gradually,*“ says Fáborský.

Among the speakers, who accepted the invitation and the organizers already revealed their names, are for example **Neil Patel**, an American, who focuses on increasing the incomes of the companies such as eBay, Microsoft, GM or HP, specifically by operating the online marketing. Another big name of the Marketing Festival seems to be **Cyrus Shepard**, the official representative of the Moz company (former SEOmoz), a famous blogger, SEO and content specialist. An American **Michael King** will be talking about inbound marketing, Spanish specialist **Gemma Munoz** will focus on web analysis. Also **Brian Carter** from Great Britain, one of the top internet marketing specialists of the world is participating. Last but not least to mention are of course famous Czech experts, such as **Marek Prokop**, **Jan Zdárša** or **Pavel Jašek**. However, this is not all. The information about another speakers (total of 22), the event and accompanying program will be found on [www.marketingfestival.cz](http://www.marketingfestival.cz).

The main topics to discuss are SEO web analysis and inbound marketing, social marketing and PPC advertising. The main focus of the conference is to **present the visitors a know-how** in practical information, which they will be able to use for their own business or clients. *„During the program creation we don't primarily focus on the professional speakers, but we merely want to introduce **working experts**, who present specific, clear and applicable ideas,“* explains Jindřich Fáborský and adds: *„That is why we introduce at least **ten workshops**, guided by both domestic and foreign experts besides the presentations.“*

#### **Basic info**

Name: Marketing Festival

Date: 22<sup>nd</sup> and 23<sup>rd</sup> November 2013

Place: Janacek Theatre, Brno

Price: 3590 CZK excl. VAT in advance booking (online payment – credit card)

Focus: Online marketing

Capacity: 1050 visitors

Advance booking start: 2<sup>nd</sup> September 2013 at 10 a.m. on [www.marketingfestival.cz](http://www.marketingfestival.cz)

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