



The place, where developers, marketers and business connect

<http://connection.kentico.com>

Agenda

October 18-20, 2010,
Prague, Czech
Republic



18.10.2010

Time	Technology track	Business track
8:30 - 10:00	Registration	
10:00 - 11:30	Opening Keynote	
11:30 - 11:45	Break	
11:45 - 12:30	Opening Keynote - Part 2	
13:30 - 14:15	Creating websites from scratch using Portal Engine Speaker: Jeroen Fürst	Optimizing your website for more leads and sales Speaker: Jiri Brazda
14:15 - 14:30	Questions & Answers	
14:30 - 15:15	Creating websites from scratch using ASPX model Speaker: Martin Hejtmanek	How to be succesful in selling Kentico CMS Speaker: Wayne Jasek
15:15 - 15:30	Questions & Answers	
15:30 - 15:45	Break	
15:45 - 16:30	Document life-cycle, workflow and their customization Speaker: Neil Powers	Getting more traffic with Search Engine Optimization Speaker: Michal Neuwirth
16:30 - 16:45	Questions & Answers	
16:45 - 17:30	Does your website speak Chinese? Speaker: Thomas Robbins	Case studies: AlphaTV Speaker: Dimitris Rakopoulos Conduit Speaker: Dimitris Rakopoulos Tellonline: Speaker: Guy Malach
17:30 - 17:45	Questions & Answers	

19.10.2010

Time	Technology track	Business track
8:30 - 9:30	Registration	
9:30 - 10:15	CMS Trends Speaker: Petr Palas	Kentico CMS Deliver Now! Methodology Speaker: Karol Jarkovsky
10:15 - 10:30	Questions & Answers	
10:30 - 11:15	What's new in web development on Microsoft platform Speaker: Stepan Bechytsky	Windows Azure Speaker: Dalibor Kacmar
11:15 - 11:30	Questions & Answers	
11:30 - 12:15	E-commerce customization Speaker: Petr Vozak	How to Improve Internal Communication with Kentico Intranet Solution Speaker: Eric C. Webb
12:15 - 12:30	Questions & Answers	
12:30 - 13:30	Lunch	
13:30 - 14:15	Multi-site management Speaker: Neil Powers	Kentico Enterprise Marketing Solution Speaker: Petr Palas
14:15 - 14:30	Questions & Answers	
14:30 - 15:15	Going mobile Speaker: Thomas Robbins	Selling Against Open source Speaker: Eric C. Webb
15:15 - 15:30	Questions & Answers	
15:30 - 15:45	Break	
15:45 - 16:30	Kentico CMS performance and its optimization Speaker: Ayush Chaturvedi	Understanding your web analytics Speaker: Michal Neuwirth
16:30 - 16:45	Questions & Answers	
16:45 - 17:30	Upgrade of Kentico CMS without any pain Speaker: Neil Powers	Let's get ready for the Kentico Certified Developer Exam Speaker: Thomas Robbins
17:30 - 17:45	Questions & Answers	
18:15 - ?	Ask the Experts (sponsored by Microsoft)	

20.10.2010

Time	Technology track	Business track
8:30 - 9:30	Registration	
9:30 - 10:15	Macros in Action Speaker: Martin Hejtmanek	Google Adwords Speaker: Filip Hracek
10:15 - 10:30	Questions & Answers	
10:30 - 11:15	Web parts development Speaker: Karol Jarkovsky	Creating on-line communities Speaker: Eric C. Webb
11:15 - 11:30	Questions & Answers	
11:30 - 12:15	Using Kentico CMS API Speaker: Thomas Robbins	Building my on-line store Speaker: Petr Vozak
12:15 - 12:30	Questions & Answers	
12:30 - 13:30	Lunch	
13:30 - 15:00	Closing Keynote	