

Marketing Festival 2014 -more diverse, more engaging and more professional

Brno, March 31: Last year, the Marketing Festival changed the way professional marketing conferences are viewed here in the Czech Republic thanks to its level of professionalism, line-up, value of the information passed on, and also its concept. The festival brought world stars to Brno and attracted more than one thousand Czech and foreign visitors to the Janáček Theater. "This November we would like to go even further and deeper," as Jindřich Fáborský, the event's main organizer, describes his vision. "Further in terms of services for the visitors and quality of the afterparties, and deeper with respect to the experience passed on. Thanks to this we plan on ranking among the world's top festivals this year, and we are even bringing Avinash Kaushik to the stage."

In comparison with last year, the content framework of the conference will not change. We've kept some of the main topics from last year, like analytics, PPC, SEO and on-line advertising formats, and we've added webdesign, Smart TV, and mobile advertising. To add to this, we've placed even more emphasis on the content of individual lectures. "Last year, I got together with the individual speakers and went through their presentations and talked to them via Skype overseas and even to India, but this year I would like to be even more thorough," explains Fáborský and adds, "I am aware of the fact that there will be consequences; while last year's festival was, as I believe, about entering the world of on-line marketing, and thus suitable more or less for everybody who comes across this term at least from time to time, this year's festival will be beneficial rather to professionals who make their living by marketing." This approach is based on Fáborský's opinion that a good marketer needs to educate him/herself daily and regularly contrast his/her opinions with the opinions of other professionals.

The preparations for this year's festival began on December 6, 2013, when the first speaker was contacted. The festival team extensively researched conferences throughout the world in order to get some inspiration and to verify that the slogan for this year's festival – World-Class Digital Marketing Event – is justified. "It follows from the research that in terms of line-up we made it into the top three conferences in the world. This is also due to the fact that stars like Avinash Kaushik and Dr. Peter Mayers have reduced the number of their public appearances, and for example this year each of them will reportedly give lectures only at three events of this kind. It is thus a big honor and also an obligation for us," says Fáborský.

The exceptionality of the event is underlined also by the emphasis put on its supporting program, which could just form a small, multi-genre festival. For Thursday night, the organizers plan to show a film in the cinema Kino Art, and the festivities will continue on Saturday night in the large music club, Fléda, where bands like Tata Bojs, Doctor Victor (a band which recently took second place in the Global Battle of the Bands competition) and a number of DJs will perform, among them last year's and this year's speakers and well-known members of the Czech marketing world (Lukasz Żelezny, Craig Sullivan or Zdeněk Dvořák aka @linkicz).

Basic information about the Marketing Festival

- Date: October 31 - November 2, 2014
- Venue: Janáček Theater Brno
- Number of tickets: over one thousand
- Price: first one hundred for CZK 4,900 (VAT not included), then the price will gradually rise (compare to the initial price of € 1,000 for a ticket to big conferences elsewhere in the world)
- Main program: November 1 and 2 - two days of lectures and around 18 speakers
- On October 31, around twenty workshops will take place (admission fee) focusing on specific issues concerning given topics. They will be led both by the festival speakers and a number of other professionals.
- There will be three parties. The main one will take place at Fléda on Saturday night, during which Tata Bojs, Doctor Victor (the line-up will be gradually expanded) and a number of DJs (some of them this year's and last year's speakers) will perform.
- The festival will be promoted in 24 countries throughout the world.
- The expected ratio of local and foreign visitors is 50/50. People commonly fly overseas to attend Avinash Kaushik's lectures

Call to action

Would you like to give a lecture at the Marketing Festival? Just like last year, we are not going to send the usual Call for Papers, but we can offer you some space. We are looking for 10 superb case studies from the Czech Republic, Slovakia, and the whole world. If you are selected, you will have a chance to introduce them on the main stage. The conditions will be specified in April.

Speakers

These are first eight speakers (the others will be presented gradually):

AVINASH KAUSHIK

Does this name even need introduction? Avinash Kaushik - Digital marketing Evangelist for Google, co-Founder of Market Motive, and author of best selling books, Web Analytics: An Hour A Day and Web Analytics 2.0. Through his blog, Occam's Razor, Avinash has become the leading name in the digital marketing world.

DR. PETER MEYERS

A respected scientist and a unique brain of the MOZ in SEO. Dr. Pete, as he is called, studied cognitive psychology, and proclaims to be obsessed with hunting algorithms. Without absolutely any doubts, he belongs among the best qualified digital marketers on this planet.

JULIE JOYCE

The only woman in the published program thus far, Julie is a renowned link builder. You can find her articles for example on Search Engine Journal. We believe that her lecture will be enjoyed mainly by Czech SEO champions.

MARTIN ROETTGERDING

According to PPC Hero, he is one of 25 most influential people in PPC advertising in the world. Martin is an author of the reputable blog PPC-Epiphany.com, and at the festival he will deal with Google AdWords. We even made an informal bet on how professional and deep his lecture will be.

RUSSEL SAVAGE

Our reasons for inviting each of the lecturers are based on unshakeable foundations. Russel Savage is a clear example of this. If his name does not ring a bell, you will surely know his gallery at FreeAdwordsScripts.com.

JAN ŘEZÁČ

Honza is the only Czech representative so far, and he is not even a pure-blooded marketer. However, the big game of digital marketing is played on websites, and this is one of the reasons why his lecture on webdesign can be very useful for marketers.

SIMO AHAVA

Undoubtedly a rising star in web analytics, Simo is a SEO manager in the Netbooster Finland agency and he specializes mainly in connecting offline data with web analytics.

CRAIG SULLIVAN

One of the most interesting speakers in the field of conversion rate optimization you can get. He comes from London and his lectures are not only helpful, but also a lot of fun. And by the way, you can see Craig as the DJ at the closing party at Fléda.