

Show me the way to Marketing Pole Position

As far as the software house ContentServ is concerned, medium-sized companies will find everything they need at OpenHouseDay to lead the race in international marketing. The event will focus on product marketing and worldwide sales growth especially when marketing resources are limited.



Rohrbach, 01.09.2014 – Under the motto: "Multi Channel Marketing - the engine for international sales growth." ContentServ GmbH, a provider of Marketing Information Management solutions, invites decision makers from marketing, sales and IT to the SME Congress in Rohrbach near Munich.

The OpenHouseDay Program will inspire participants with approaches to solutions and best practice examples from SMEs to global corporations for efficient multi-channel marketing thanks to software support. Decision makers of companies, digital agencies and software vendors will lecture on and discuss the challenges facing marketing and sales in the international environment. They will present solutions demonstrating how an SME can increase worldwide sales growth.

Realistic demands on efficiency and speed in spite of limited marketing resources are also a theme, for example the growing complexity in marketing thanks to exploding media. Even the human factor of intercultural barriers is one of the aspects of the keynotes. Keynote speeches and the final panel discussion: "Show me the way to Pole Position - this is what marketing pilots can expect in the future".

As a special adrenaline kick, the first participants to register will also have the opportunity during the coffee breaks to experience the uncompromising e-mobility of the luxury class TESLA Model S or to test the standard mid-size electric cars.

[Registration with contest and OHD program can be found here](http://de.amiando.com/OpenHouseDay2014EN.html)

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About ContentServ AG

ContentServ AG is a software manufacturer for Enterprise Marketing Management Solutions (EMMS). This innovative company has always been passionately managed by its founders. The first software solution "ContentServ 1.0" was developed in 1999 and the company ContentServ GmbH with headquarters in Bavaria was founded in 2001. ContentServ provides creative systems for marketing, sales and communication and is unique in its all-round and user-friendly approach. All creative marketing, media, print and communication processes are supported with this approach. Media such as catalogs, portals and websites, e-shops, magazines and print or online advertising material are supplied with central product information and can be created professionally without specialized knowledge via a web browser. Thus, processes are optimized, and considerable savings in costs and time are achieved. This in turn leads to quicker time to market for the product communication and to a clear competitive edge.

Press Contact:

Petra Kiermeier

Content Marketing Manager

CONTENTSERV GmbH – A company of CONTENTSERV AG

Werner-von-Siemens-Str. 1 · 85296 Rohrbach (Ilm) · Germany

pr@contentserv.com · www.contentserv.com

T +49 8442 9253 870 · F +49 8442 2044