



## Concurrency and Microsoft Sponsor Chicago Event to Show Best Practices in Marketing Automation and Inbound Marketing

**BROOKFIELD, WI, February 9, 2012** – On Friday, February 24, Concurrency and Microsoft Corporation are offering an educational event for Chicago marketing and technology leaders. This session is part of Concurrency’s ongoing program to share best practices for business productivity. The Chicago event will focus on cutting-edge **Microsoft marketing automation**, inbound marketing and web content management.

Said Concurrency CEO James Savage, “This event is predicated on one vital premise: you can only manage what you can measure. Now it’s finally possible to fully integrate your sales and marketing platforms, rather than having systems that don’t talk well to each other—if at all. With inbound marketing now rightly on marketing’s center stage, integrating your tools is essential because integration allows measurement. And measurement allows effective management of every campaign, every lead, and every piece of content.”

The two-hour event will cover best practices and real-world examples from the following strategies and tools. **SharePoint For-Internet-Sites (FIS)**—for achieving consistency across your intranet and extranet to reduce cost and get the most value from your content. **Microsoft Dynamics CRM 2011**—to integrate your marketing and sales platforms for true 360° degree visibility of leads and campaigns. **Inbound Marketing**—the old SEO approach to online marketing still matters, but today’s “inbound marketing” strategies encompass much more; learn inbound link-building techniques to substantially increase your site’s referral traffic and online brand mentions. **ClickDimensions**—this powerful add-on for Dynamics CRM makes inbound marketing campaigns easy and measurable; learn to generate qualified leads through automated lead nurturing.

This educational event is part of Concurrency’s ongoing series of hands-on sessions that highlight cutting-edge technology designed to boost business productivity. This session in particular offers the chance to see how it all comes together—from content management to automated campaigns to integrated platforms for sales and marketing. Presenters will highlight how companies can measure—and, therefore, effectively manage—an inbound marketing strategy that connects brands to potential customers by offering targets valuable content, engaging with them in social media, and seeking over time to convert these potential customers into sales leads.

As Microsoft’s Midwest Region Partner of the Year, Concurrency has special expertise in cutting-edge tools for marketing automation including SharePoint For-Internet-Sites (FIS) and Microsoft Dynamics CRM 2011. Concurrency is also pleased to announce that Marek Wawrzyniak, CEO of Glendale, Arizona-based Interactive Web Works, will team with Concurrency and Microsoft for the Chicago event to provide expert perspective on how inbound marketing now encompasses much more than search-engine optimization.

The program runs from 9:00 a.m. to 11:00 a.m. on Friday, February 24, 2012 and will be held at Microsoft’s downtown Chicago facility. Local business and technology managers are invited to register for the event at **Microsoft marketing automation Event Registration** page (<http://www.concurrency.com/microsoft-marketing-automation-chicago>). The program is tailored for an audience of business and marketing executives, as well as systems architects and IT professionals.

### **About Concurrency**

**Concurrency, Inc.**, is an information technology solution company founded 1989. Its customers are among the most successful communication, construction, financial, insurance, professional services, logistics, and manufacturing companies in the Midwest.

Concurrency is the Midwest's authority on the Microsoft platform. As a [Gold-Certified Partner](#), the company deploys solutions in [SharePoint & Collaboration](#), [Application Development](#), [Core Infrastructure](#), [Unified Communications](#), [CRM](#) and [Microsoft Online Services](#). For over twenty-two years Concurrency's consultants have helped companies in Milwaukee, Madison, and Chicago improve business efficiencies and worker productivity. Visit [www.concurrency.com](http://www.concurrency.com) for more information.