

# 10 reasons for attending the 10 anniversary event

## Directions EMEA 2017

October 4 – 6, 2017, Madrid

Throughout its nine annual editions, Directions EMEA has increased in number, gaining global recognition as the must-attend event for the Microsoft Dynamics NAV partner community. There can be no doubt that it deserves such appreciation and popularity.

**Here are 10 reasons why you should attend the 10-th anniversary Directions EMEA event in Madrid on October 4 – 6, 2017**



1. With 1,754 attendees from 588 partner organizations and 52 countries attending last event in Prague, Directions EMEA is **the biggest Microsoft Dynamics NAV event on the globe**. It brings together NAV partners, Microsoft and NAV experts, as well as independent software vendors.
2. The **conference is the fastest and the most effective way to learn** about the latest NAV enhancements (i.e. in 2016, sessions covered embedded Powers BI and deeper Office 365 integration as well as opportunities such as Cortana Intelligence and E-everything). The conference always focuses on the latest directions for NAV and Dynamics products such as Microsoft Dynamics 365 with Power Bi, Power Apps and Power Flow.
3. **Top industry experts and Microsoft Valued Professionals** share their practical tips and tricks on how to boost efficiency with faster implementations and upgrades.
4. **Microsoft, as a Platinum Partner**, delivers more than 50% of the content, providing you with the most up-to-date, first-hand knowledge.
5. **3 days of exclusive Microsoft seminars and workshops**: Cloud Sure Step and Cloud Sure Step for Technicians ensure you always gain the competitive edge.
6. **Content enhanced with marketing sessions** empower you with knowledge on how to drive your sales efficiency by improving customer engagement and collaboration with partners.

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7. **At Directions EMEA 2016, more than 150 sessions** was the opportunity to explore NAV and its capabilities for on-premise and SaaS-deployment, as well as for integration with other products and efficiency boosting tools. The 2016 sessions included:
  - 4 keynotes, including 2 from Microsoft delivered by Paul White, General Manager, Microsoft Dynamics and Marko Perisic, General Manager, Dynamics SMB
  - 20 sessions around NAV in the Cloud and new NAV developments after NAV 2016
  - 30 deep-dive sessions for consultants and technicians
  - 20 business sessions
  - 10 sessions around social marketing/marketing dedicated for NAV Partners
  - 20 workshops/hands-on-labs
  - 20 sessions from independent software vendors
  - Other presentations from industry specialists.
8. **For sponsor companies, Directions EMEA is a marketplace to showcase their solutions, whereas for attendees it is a chance to get insight into a wide range of ISV product offerings.** In 2016, 60 sponsor companies promoted their software solutions as NAV-add-ons and productivity tools during presentation tracks and a sponsor exhibition.
9. Opportunities to **network with your existing NAV partners and forge new business relationships** will help you reach even more customers with our enhanced product and service offerings.
10. The unforgettable **Gala Party** which in Prague was a unique **chance to socialize with as many as 1,754 NAV geeks and enthusiasts** and to see how dynamic the NAV Partner Community is.

Join the community on Directions EMEA's tour in Madrid to experience how NAV innovates and changes!

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