

News and invitation: First Acquia Engage Conference in Asia Pacific Addresses Digital Transformation with Open Source and Cloud

~ Inaugural conference scheduled for August 22-23; Agenda to feature Drupal creator and Acquia Co-Founder Dries Buytaert, EnergyAustralia, Flight Centre, ADMA, Pac12 and Australian Government Department of Finance
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Sydney, June 21, 2017 - Acquia, the digital experience company, today announced keynote speakers, sponsors and session tracks for its inaugural Acquia Engage Asia Pacific Japan, from August 22-23, which will bring together digital experience leaders and practitioners from around the region.

Executives from enterprise organisations including Flight Centre, EnergyAustralia, IAG, ADMA, Asian Development Bank, Pac12 Networks, Australian Government Department of Finance and the Department of Environment and Energy among others, will gather at the InterContinental Sydney to share their experience in digital innovation and transformation. They will also hear from Dries Buytaert, creator of the Drupal open source web content management system and co-founder of Acquia, along with Acquia Chief Product Officer Christopher Stone, who will share insight into Acquia's product roadmap.

"Acquia Engage will bring digital experience professionals together in Sydney for two days of knowledge sharing and insight into disruptive strategies that drive growth and engagement," Buytaert said. "Each presenter will show how their organizations are setting the standard for orchestrating customer experiences across channels."

The conference agenda features hands-on best practices sessions, technical sessions, organisational strategy sessions, and executive business sessions all focused on helping organisations succeed with their digital initiatives.

"Staging the first Engage event outside of North America really marks a milestone for Acquia in Asia Pacific. More importantly it exemplifies the adoption of cloud and open source technologies as a differentiator in digital experience technology in Asia Pacific," said Tahlor DiCicco, director of marketing, Acquia Asia Pacific and Japan. "Our impressive speaker and sponsor line-up from around the region demonstrates the commitment of enterprises, the public sector and digital agencies to using the most advanced open source technologies to solve the complex digital issues."

Acquia Engage Asia Pacific is supported by leading digital agencies and technical development organisations: Ogilvy, Publicis Groupe, CI&T, Deloitte Digital, Doghouse Media, VML, IE Digital, Loud & Clear, Salsa Digital, Technocrat, Morpht, Adelphi Digital and Digital Garden.

For more information about Engage and to register, please visit <https://apjengage.acquia.com/register>.