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Configura announces keynote speaker for CET Designer User Conference

Peter Shankman headlines 3rd annual event

GRAND RAPIDS, MICH., USA—Aug. 26, 2010—Configura (<http://www.configura.com>) is pleased to announce internationally known speaker and social-media expert Peter Shankman (<http://www.shankman.com>) as the keynote speaker for this year's CET Designer® User Conference at The Venetian/Palazzo in Las Vegas.

Shankman is the founder and CEO of The Geek Factory, Inc., a strategy firm located in New York City whose clients have included Snapple Beverage Group, NASA, the U.S. Department of Defense, the U.S. Navy, Walt Disney World, The Ad Council, American Express and others.

His insights into the way people work today – and the way people communicate now via social media networks such as Facebook, Twitter and LinkedIn – position him as a unique observer and commentator on today's office landscape.

“You've got new software and hardware technologies on the one hand. You've got changing office environments on the other. Mix in social networking sites like Facebook, Twitter and LinkedIn, and you've got lots of stuff up in the air – how's everything going to land?” Shankman asks.

He'll answer these questions and more in his presentation: ***Free-Flying Into the Future – What's Next for the Office Environment?***

Shankman has appeared on Fox News, CNN and MSNBC, and is frequently quoted in major media and trade publications, including *The Wall Street Journal*, *Los Angeles Times*, *New York Daily News*, Associated Press, Reuters, CNN and *USA Today*.

PR Week Magazine described Shankman as “redefining the art of networking.”

“He'll share his insights into the changing office experience – and how it will impact the way we design space in the future,” Configura Training & Support Manager Tracy Lanning said. “User Conference attendees will learn how to ‘unthink’ the ‘Nine to Five’ mindset that sometimes dictates contemporary design and start thinking like the next generation of office dwellers – *how* they will want to work, *where* they will want to work and *what* changing modes of communication will impact the offices of the future.”

The annual CET Designer User Conference, held in Las Vegas this Sept. 28-30, is open to Haworth, Mepal, Spacefile, Steelcase and Teknion dealers who use CET Designer software. The software helps dealers and their designers to design and specify photo- and video-realistic office interiors for clients and generate accurate orders and installation documents.

A bonus part of Shankman's keynote will be **Social Media 101**. According to a July 2010 *OFDealer* magazine survey of office furniture dealerships across the country, 97 percent of respondents use social networking in their daily work. As part of his presentation, Shankman will also share his social-media savvy for Facebooking, Tweeting and LinkingIn as ways to get inspired – and gain business.

All CET Designer users, including Haworth, Mepal, Spacefile, Steelcase and Teknion dealers and designers and their manufacturers, are invited to learn more and register at <http://www.configura.com/userconference>.

The conference is free to CET Designer® and Extension users, which now include:

- Haworth's Canvas Extension
- Mepal's Extension (launches this summer)
- ProjectMatrix's ProjectSymbols Extension
- Spacefile's SpaceTools Extension
- Steelcase's SmartTools Extension
- Teknion's Storyboard Extension

About Peter Shankman

An entrepreneur, author, speaker and worldwide connector, Peter is recognized internationally for radically new ways of thinking about social media, PR, marketing, advertising, creativity and customer service.

Peter is the author of *Can We Do That?! Outrageous PR Stunts That Work and Why Your Company Needs Them* and a frequent keynote speaker and workshop presenter at conferences and tradeshows worldwide. Founder and CEO of The Geek Factory, Inc., a boutique marketing and PR strategy firm located in New York City, his global clients include Snapple Beverage Group, NASA, the U.S. Department of Defense, the U.S. Navy, Walt Disney World, The Ad Council, American Express, Discovery Networks, New Frontier Media, Napster, Juno, Dream Catcher Destinations Club, Harrah's Hotels and many others.

A marketing pundit for several national and international news channels, including Fox News, CNN and MSNBC, Peter is frequently quoted in major media and trade publications, including *The Wall Street Journal*, *Los Angeles Times*, *New York Daily News*, Associated Press, Reuters, CNN and *USA Today*.

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Configura Inc., a wholly owned subsidiary of Configura Sverige AB, is the market leader in Parametric Graphical Configuration technology. The company's software products are used by more than 8,000 people in leading companies around the world. Configura's mission is to set the industry standard in software tools for automating, simplifying and speeding the sales and order processes. Well-known brands in the European office furniture industry, such as Kinnarps and Martela, already use Configura software, as well as North American companies Haworth, Steelcase, Teknion, ProjectMatrix, Spacefile, Spacesaver, Borroughs and TAB. <http://www.configura.com/>