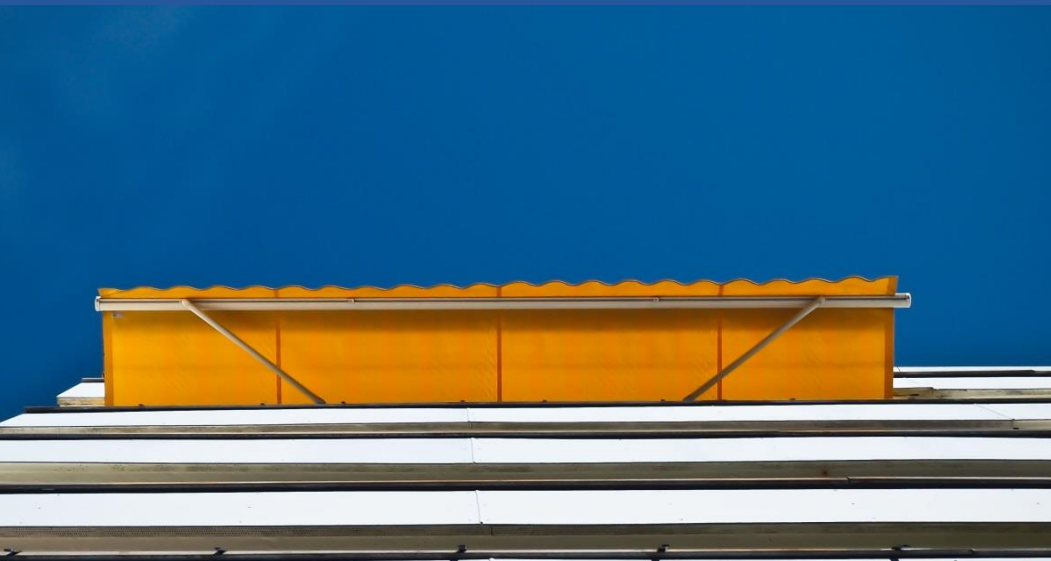


Early booking offer until June 30<sup>th</sup> 2018  
TWO for ONE – pay for one, while two participate!

Invitation to the  
**IC Sun Protection Forum DACH**  
+ Market data + Marketing- and Sales strategies +



**September 5<sup>th</sup> 2018**

09:00 am - 05:00 pm  
(incl. Catering, Menu + Documents)

**Hotel IMPERIAL**

Kaerntner Ring 16  
1015 Vienna, Austria

Registration

Organizer: Interconnection Consulting

Europe's leading market research institute regarding the Outdoor Sun Protection markets

\*

Speaker

Dr. Frederik Lehner • Managing Director / Expert: Market Research, Marketing strategy + Internationalization

Mag. Ernst Rumpeltes • Market Analyst / Expert: Building Forecast + Business Development

Dr. Stefano Armandi • Market Analyst / Expert: Sun Protection markets + Market Intelligence

Mag. Raphael Amschl • Senior Consultant / Expert: Digital E-Commerce for construction elements

Ing. Peter Berger, BA, CMC • Sales Consultant / Expert: Sales Excellence

\*

Target group: Managing Directors, Marketing and Sales Directors of the branch as well as of related branches

Conference language: German (Simultaneous translation to English with 2 or more bookings)

Registration

For further information please contact:  
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Tel +49 8322 8091 45  
Tel +43 1 5854623-15  
Fax +43 1 585 4623-30  
office@interconnectionconsulting.com

Invitation to the  
**IC Sun Protection Forum DACH**  
+ Market data + Marketing- and Sales strategies +

Our all-day Marketing-Forum presents detailed information and analyses regarding the markets for Outdoor Sun Protection products in the DACH-Region focusing Germany and Austria with a view to the most important developments in Europe's TOP countries. We consider the market development and analyze the market influencing indicators regarding the general economic development and the building environment. We present a general overview regarding the singular markets, including the market sizes and the average prices. Furthermore we introduce a presentation regarding the TOP trends on the market and benchmarks referring to product groups, materials and customer segments. Besides the market lectures in mid-morning, the afternoon is occupied by marketing- and sales optimization lectures, including discussions to actively involve the participants:

- Current facts, figures and forecasts, as well as analyses according to:
  - The Outdoor Sun Protection market in the DACH-Region and in Europe's TOP markets
  - Product groups: Awnings, Roller Shutters, Outdoor Venetian Blinds and Window Shutters
  - Materials: PVC, Aluminum, Textile, others
  - With benchmarks referring to average prices, materials and growth rates
  - The market environment: Economic development, window markets + Building Construction
- TOP Trends on the Sun Protection Markets
- Success Factor Partner Management: Grow successfully with your Sales partners
- Lead-Generation via the Homepage: How to generate qualified leads for online & offline businesses
- SALES Excellence Program for Safeguarding Earnings

**IC Sun Protection Forum DACH**  
on September 5<sup>th</sup> 2018 from 09:00 am – 05:00 pm  
Hotel IMPERIAL, Kaerntner Ring 16, 1015 Vienna, Austria  
Conference language: German (Simultaneous translation to English with 2 or more bookings)  
PRICE: 890 €

Early booking benefit: "TWO for ONE - pay for one while two participate": Advantage in our early booking offer can be taken until June 30<sup>th</sup> 2018. (This special offer is available for participants of the same company).

Please register via our [online application form](#). Do not hesitate to contact us for further information!

Dr. Frederik Lehner  
Managing Director, Interconnection Consulting  
Tel: +43 1 585 4623-0  
event@interconnectionconsulting.com  
www.interconnectionconsulting.com

\* For technical reasons we reserve a change of the event venue within Vienna.

## 1. The market for Outdoor Sun Protection in DACH

The growth on the markets for Outdoors Sun Protection elements is further on continuing on! The Roller Shutter market within Europe's TOP countries could develop further growth in 2017, until 2020 a quantitative annual average growth of 5.4% is expected; the total market for Awnings in 2017 registered a plus in terms of value of 1.6% and here as well until 2020 an ongoing growth is expected. The market for Outdoor Venetian Blinds in 2017 registered a growth of 6.9% and until 2020 an annual average growth of 5.4% is expected.

Especially in Germany the Outdoor Venetian Blinds market profits of the rising number of building completions and the increasing percentage of new windows that are placed with external blinds. Motorized products are sold increasingly, whereby aluminium with a share of round 80% is the strongest demanded material. The prices measured in Euro are highest in Switzerland. In the group of Roller Shutters fixed roller shutters dominate the market, in Austria and Switzerland they are mostly demanded with a share of 80%. Within this product group PVC has the strongest market concentration and in the fields of Awnings motorized ZIP-Screens are pan-European on the rise. In Austria in 2017 the market for Roller Shutters registered a quantitative growth of 5.7%, in Switzerland their growth amounted 4.2%. The market for Awnings profits from the der increased renovation activities in the private sector. Roller Shutters lately lost market share for the benefit of ZIP-Screens and Outdoor Venetian Blinds, but they stay the strongest product group as well in 2017.

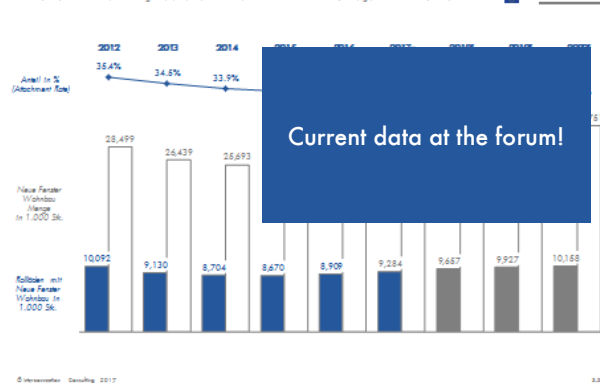
The presentation introduces the market for Outdoor Sun Protection products according to diverse categories in the DACH-Region and with a view to the European TOP markets and focusing Germany and Austria. Figures, data and forecasts are based on our current [IC Market Tracking](#).

### Presented topics \*:

- Current forecasts regarding the development of the singular markets in the DACH-Region + in Europe's TOP markets until 2020
- Analyses regarding the singular product and material groups
- Benchmarks zu Durchschnittspreisen, Materialanteilen und Wachstumsraten

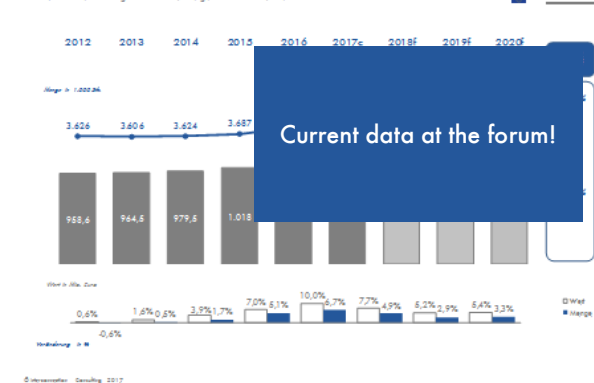
#### Anteil Neuer Fenster (Wohnbau) mit Rollläden steigt auf 32,0% in 2020

Rollläden Gesamt: Marktentwicklung: Neue Fenster+Rollläden Wohnbau 2012/2020, Menge in 1.000 Stk., Anteil in %



#### 4 Mio. Grenze überschritten in 2017, Wachstum setzt sich weiter fort

Rollläden: Marktentwicklung: 2012/2020, Menge in 1.000 Stk., Wert in Mio. Euro



### Your benefits:

- Facts and benchmarks for your sales strategy and controlling
- The data sheds light on your market share as well as on the market potential in various segments
- We show you the fields of future growth

### Discussion:

- How strong is the dependence to the construction sector?

\* The presentation is based on the current IC Market Tracking, but is not able to replace the market report itself

## 2. Market environment: Window market, Economic development + Building environment

The market development for Sun Protection elements is driven by building construction dynamics, general economic developments, current political circumstances and the latest developments on the window markets. Europe's Building Construction industry with 2017 for the first time since the financial crises recorded significant growth. Besides the Residential Construction the Non-Residential Construction could grow in 2017. The market for Outdoor Sun Protection products profited of the increased building completions very considerable.

In Germany New Construction activities in the fields of Residential Construction were boosted by the refugee crises starting from 2015, but the Residential Construction in 2017 could grow sustainable throughout whole Europe. Especially the New Building sector is pushed by increasing housing requirements within the conurbations. The growth benefits the Window market and therefore the market for Sun Protection products, as well as the in average stable GDP-growth and the further increasing average prices do. Especially the market for Outdoor Venetian Blinds profits of the ongoing New Construction activities and the accompanying positive developments on the Window markets. The market for Awnings profits of the increased Renovation activities in the private sector and Roller Shutters lately had to register a slight decline of market share in favor of Awnings, but they do stay the strongest product group in 2017 as well.

The presentation introduces the most important micro- und macro-economic categories of the market environment (general economic development, employment figures, GDPs) as well as the Construction Industry and the Window markets in the DACH-Region and compared to the developments in Europe's TOP markets, based on our annual [IC Building Forecast](#) and the current [IC Window Studies](#).

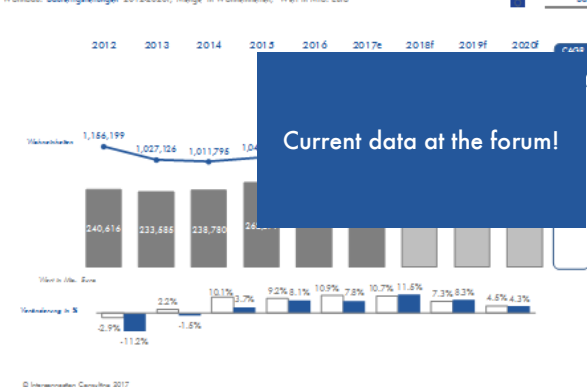
### Presented topics:

- Development of the Building Construction in the DACH-Region and in Europe's TOP countries until 2020
- ... and their influence on the various product groups
- Analyses of further market drivers: Window market, general economic development
- Analyses regarding segments: Residential/Non-Residential Construction, Renovation/New Building
- Benchmark-comparison of the surveyed countries
- Szenarios 2030

### Kräftiges Wachstum

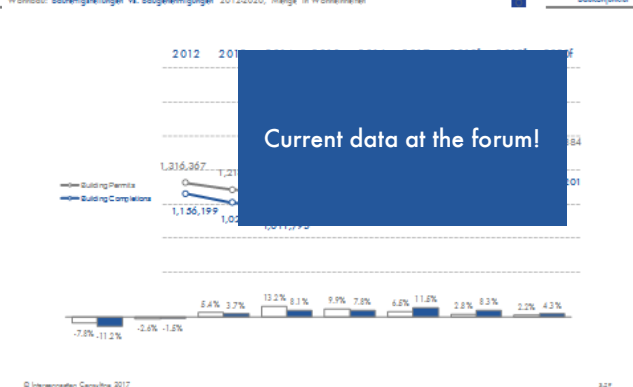
im Wohnbau setzt sich auch 2018 fort ...

Wohnbau: Baufertigstellungen: 2012-2020, Menge in Wohneinheiten, Wert in Mio. Euro



### 11,5% mehr Fertigstellungen im Wohnbau im Jahr 2017

Wohnbau: Baufertigstellungen vs. Baugenehmigungen: 2012-2020, Menge in Wohneinheiten



### Your benefits:

- Data, facts and benchmarks to support your sales strategy and controlling
- Analysis of growth potential in above-named countries and segments
- A Plan A and a Plan B for the Euro-crisis
- You get to know the market drivers and are able to reorganize early when it comes to changes

### Discussion:

- Renovation versus New Construction: which sector benefits the sun protection market more?
- Private customer markets versus major enterprises: what target groups are ruling the markets?

### 3. TOP Trends on the Outdoor Sun Protection Markets

Der Vortrag präsentiert die neuesten Trends am Markt für außenliegenden Sonnenschutz mit Fokus auf die DACH Region. Rollläden beanspruchen auch 2017 den größten Marktanteil in der Region, allerdings mussten sie geringfügige Einbußen zugunsten von Markisen hinnehmen. Die am stärksten wachsende Produktgruppe stellen die textilen ZIP Screens dar, sie unterliefen zuletzt eine stärkere Marktentwicklung von Rollläden. Sie sind lichtdurchlässig, besonders wind- und wetterfest, erlauben ein natürliches Raumklima und flexible Gestaltung aus architektonischer Perspektive.

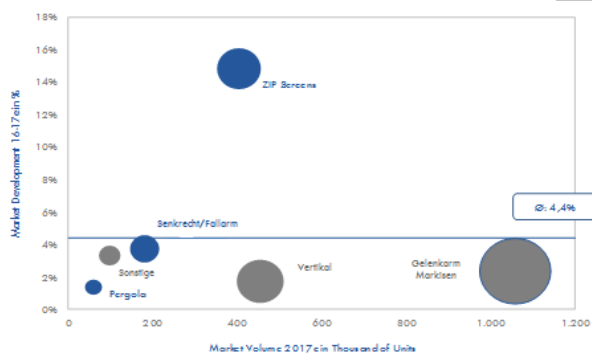
Ein weiterer Trend, der sämtliche Produktgruppen betrifft, liegt in der Motorisierung von außenliegenden Sonnenschutzelementen. Bei Raffstoren etwa stieg die Motorisierung auf über 80%, bei Rollläden auf über 50%, manuelle Rollläden verzeichnen folgeweise weiter Rückgänge und die Preise profitieren von der steigenden Motorisierung, wie die Durchschnittspreise im zuletzt im Allgemeinen anstiegen. Im Bereich Outdoor Living werden bioklimatische Pergolen verstärkt nachgefragt, dieser Trend geht zu Lasten von herkömmlichen Pergolen. Außerdem sind Lamellendächer im Bereich der Terrassendächer klar auf dem Vormarsch.

#### Presented topics:

- Current Trends on the market for Sun Protection elements
- Ongoing growth in the area of motorized elements
- ZIP Screens further on with strongest growth rates
- Outdoor Living: Bioclimatic pergolas + lamella roofs

#### Zip-Screens performen überdurchschnittlich, kein Wachstum bei Pergolas

Europe TOP7: IC Dynamic Portfolio, Produkt Anteile in Wert 2017 und Entwicklung 2016-2017e



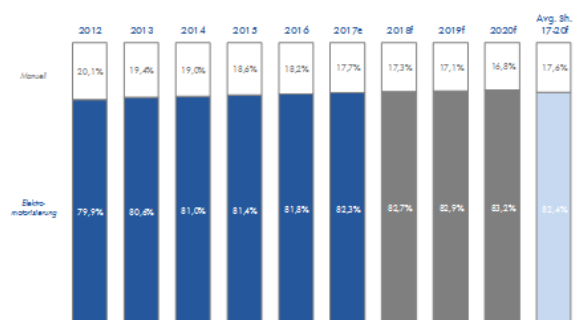
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Market Analysis

#### ... die Motorisierung steigt 2017 auf 82,3%

Raffstoren: Marktentwicklung 2012-2020f nach Motorisierung, Menge in %



© Interconnection Consulting 2017

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#### Your benefits:

- Input to new positioning strategies
- You learn from experiences of other branches and can implement these insights in your company
- You learn where growth will be generated in the future

#### Discussion:

- How strong will new business models influence the branch?
- What target groups additionally bring turnover?

#### 4. Success factor Partner Management: Grow successfully with your Sales partners

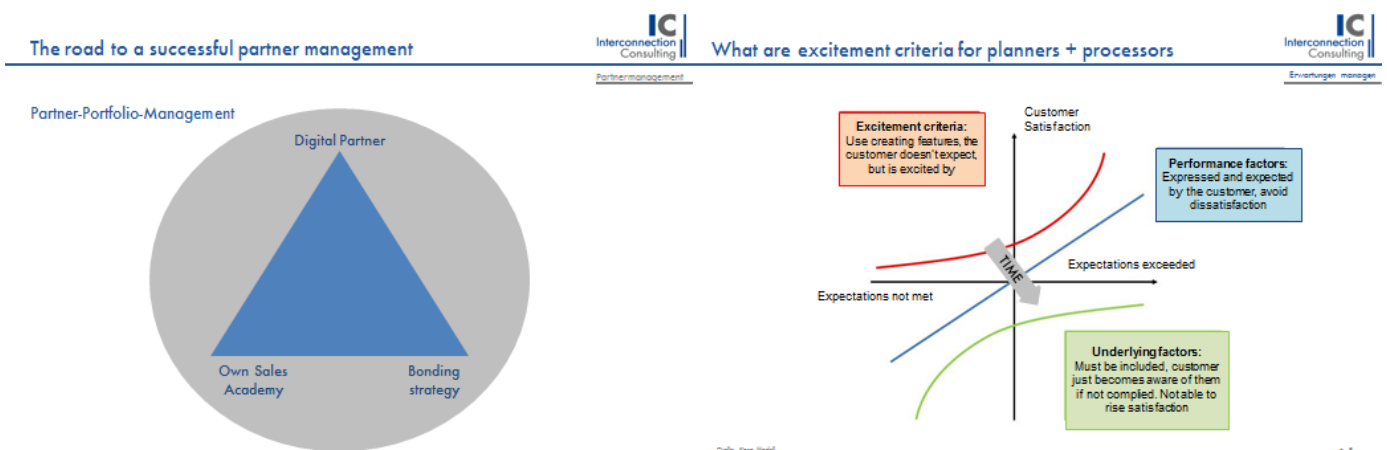
The presentation introduces the most important items in the fields of Partnering on the markets for Safety Seats + Strollers. Therefore we consider the singular parts of the involved parties of a sales circuit and present concepts to grow together with the sales partners. Furthermore we take a look on who is integrated in the decision processes regarding the brand, the sales and the commercialization and in what sense the knowledge of the decision paths contribute to success.

A successful partnering comprises multiple levels: commencing with the partner selection, digital partnerships and bonding strategies up to an own sales academy. We present the key cornerstones and strategies as well as the structure and the advantages of an own sales academy and analyze the Partner Management 2.0 in consideration of the combination of Lead Management and Online Lead Management.

In a further step we take a look at the connections between customer satisfaction and customer loyalty and introduce various characteristics, which allow to better estimate customer expectations.

##### Presented topics:

- Decision processes, buying criteria + brand ambassadors in the circuit of partnerships
- Partner-Portfolio-Management: Digital Partners + an own Sales Academy + Customer retention strategies
- Customer satisfaction + customer loyalty through excitement attributes
- Strategies and advantages of an own Sales Academy
- Lead Management + Online Lead Management



##### Your benefits:

- Input to an optimized Partner Management
- Potentials for a better customer loyalty
- Input for an own Sales Academy

##### Discussion:

- Which excitement attributes label your product / company?

## 5. Lead-Generation via the Homepage:

### How to generate qualified leads for online & offline businesses!

Google serves across all branches to nearly 100% as first source of information to end consumers. Even in B2B relations decision makers increasingly turn towards 'Google' before taking the step to contact a company either online or offline. The nowadays established comforts of B2C-markets (homepage, call back options, request tools) are likewise appraised by decision makers in B2B-relations. By using the website analyses tools of Google the right way valuable information that is revealed by a potential customer during the search, can be a promising basis for your strategy to generate leads.

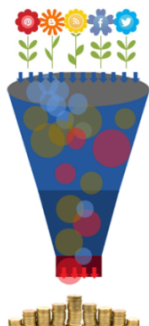
The presentation introduces concepts and techniques to generate qualified leads for your company via Google Tools and subsequently increase sales quantity. Therefore we will take a closer look at the strategic and technical organization of the homepage as well as considering the content and the required presence of the most important sector-specific Google-tools within the Transformers industry. For this purpose Raphael Amschl, lecturer of the presentation, will be responsive to the participating companies and their individual branch, position or situation.

#### Presented Topics:

- Google innovations 2017– How to use the big Google potential to generate leads as a company
- Search engine optimization – increase your presence using a subtle homepage-strategy, coupled with a SEO-qualified implementation in form and content!
- Online lead generation campaigns for specific target groups with a proper mix of content und Google tools!
- Crosslinking of Google tools – How to obligate one lead through several channels
- Best Practice, Dos and Don'ts of the Top Players

#### 1. Online Lead Generation Projekte – Wozu brauche ich eine Strategie?

Online Lead Generation Prozess Perspektiven: Einfach ist anders!



Prozess	Kompetenz	Content	Tools

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IC

#### 6. Umsatzmotor Webseite! Der Motor darf nicht ins Stocken geraten!

Umsatzmotor Internet: Alle Wege führen zur eigenen Webseite



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Widmann & Co. IC

#### Your Benefit:

- Directly convertible input for the generation of leads via the website
- The possibility to optimize existing lead generation campaigns
- The possibility to increase the online-presence at google tools important to your customers
- New lead sources to improve business opportunities

#### Discussion:

- Sales engine internet: Requirement and actuality
- How to generate qualified leads

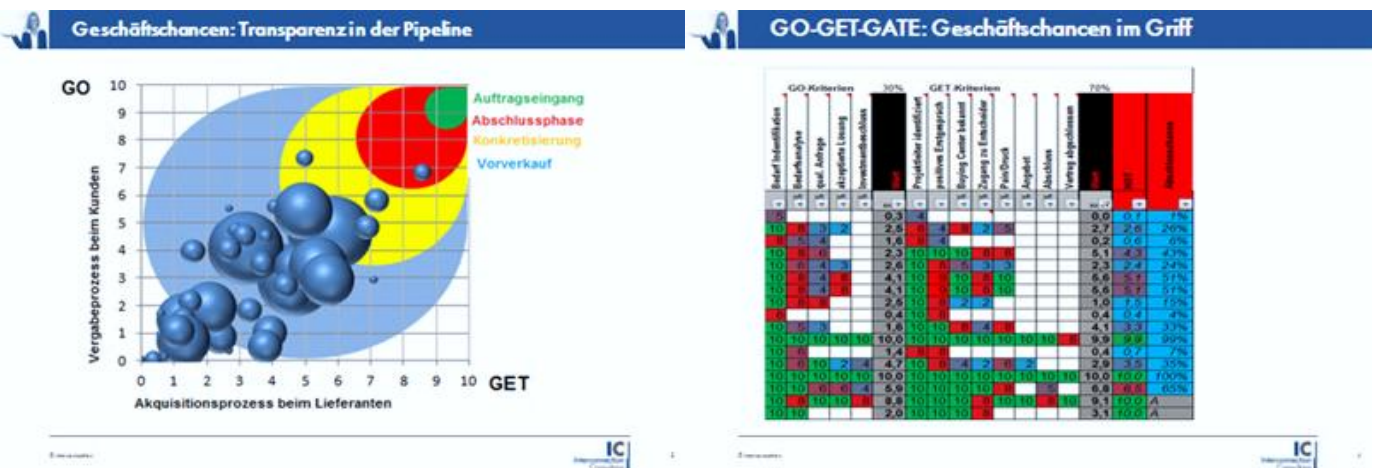


## 6. SALES Excellence Program for Safeguarding Earnings

SALES Excellence is an approach to management that provides for greater effectiveness and efficiency in sales. Many companies manage business through efficiency programs placed in manufacturing and in procurement. Since efficiency potential has, for the most part, already been augmented in this area, it is increasingly falling to sales to contribute more. Tasks should be introduced along with the proper structures and the proper conditions, all at the right time. The task of selling would be easier to solve if it were not for the customer who does not know the efforts of the sales department. However, that does not relieve the sales manager of the responsibility to control what is controllable! This presentation will show the discharge of management duties from a yield optimization approach (GOLDmine) as well as how the active use of the LEAD Pipeline can influence the management of sales performance.

### Presented topics:

- GOLDmine: The Earnings Structure Model: Recognize earnings structures, identify levers for optimizing earnings, and optimize targets for sales management.
- LEAD Management: Assess sales opportunities, structure the sales process, optimize sale closings, fill the pipeline
- Change Management in Sales - Change processes in order to sustain performance - Strategy as framework, GOLDmine as fundamental basis, LEAD management as instrument of control



### Your benefits:

- Recognize which customers destroy resources and contribution margins
- Define the levers that influence yield improvements on the sales end
- Create transparency in your LEAD Pipeline
- Push your sales towards earnings optimization

### Discussion:

- What part does your sales organization play in the company's success?
- What chance would you give SALES Excellence Program in your house?



## Speaker + References

**Dr. Frederik Lehner** / Managing Director, Interconnection Consulting

1998 Foundation of IC Consulting GmbH in Vienna, one year later, construction of the offices in Buenos Aires. Since 1999, Managing Partner of Interconnection Consulting, headquartered in Vienna, Lviv, Bratislava, Oberstdorf and Mexico City. Interconnection Consulting specializes in the areas of international market research and marketing consultancy and has more than 1,000 companies among its clients. Dr. Frederik Lehner has many years of consulting and lecturing experience in the areas of decision-oriented market research, marketing, price management, internationalization, sales and innovation management and CRM. Through more than 200 annual market studies in 30 different branches Dr. Frederik Lehner possesses a comprehensive and multi-sector know-how in both the consumer as well as in the B2B sector.

**Mag. Ernst Rumpeltes** / Senior Consultant + Market Analyst

Since 2010 Ernst Rumpeltes is responsible for the preparation of studies and consulting projects within the sanitary ware and construction industry. He is also an expert for market intelligence tools and forecasting models. Graduate from the Business Administration Department at the Vienna University of Economics.

**Dr. Stefano Armandi** / Senior Consultant + Market Analyst

Stefano Armandi graduated with a major in economics at the University of Rome and with a doctor's degree in political sciences at the University of Milan. Since 2013 he is working at Interconnection Consulting. He is responsible for conducting studies and consulting projects and is an expert in the fields of market intelligence and international economics. Stefano Armandi before joining Interconnection was employed at the CASPUR computer center in Rome and was teaching at the International University Vienna.

**Mag. Raphael Amschl** / Senior Consultant

Raphael Amschl has been a consultant in the E-Commerce and online marketing fields at Interconnection Consulting since 2008. 2010 marked the founding of the Webverstärker Center for Online Business. Raphael Amschl has analyzed, optimized and implemented a lot of online marketing projects for many renowned companies within the construction sector. Prior to his career at Interconnection Consulting Raphael Amschl was responsible for technical organization at Du Pont as well as the University of Vienna and the Technical University of Vienna. He graduated with a major in Business Informatics from the University of Vienna and the Technical University of Vienna.

**Ing. Peter Berger, BA, CMC** / Sales Consultant

Peter Berger is a specialist in the areas of sales-oriented business consultancy, sales process optimization, CRM / CAS implementation, strategy optimization and change management. Peter Berger worked as General Manager for the Sales & Marketing department at Greiner Extrusion and Actual Window and was Head of Sales & Marketing of the HT - Extrusion (Theysohn, Technoplast, Topf) and dealt with issues of optimization of sales strategies. Before settling in his specialty areas - motivated by the desire to promote both companies as well as people - he started his own business and wrote a textbook on the subject of "Sales management - technical sales", a book which should enhance the library of every sales manager.

