

Early booking offer until July 13th 2018
TWO for ONE – pay for one, while two participate!

Invitation to the IC Marketing-Forum
Exterior, Interior + Fire Resistant Doors
Germany and Europe
+ Market data + Marketing- and Sales strategies +



September 20th 2018

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

Hotel KÖNIGSHOF

Karlsplatz 25,
80335 Munich, Germany

Registration

Organizer:

Interconnection Consulting: Europe's leading market research institute in respect of the Doors markets

Speaker

Dr. Frederik Lehner • Managing Director / Expert: Internationalization + Business Development

Mag. Andreas Erdpresser • Managing Director Bratislava / Expert: Doors markets, Market Intelligence

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

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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IC Marketing Forum
Exterior, Interior + Fire Resistant Doors
Germany and Europe
+ Market data + Marketing- and Sales strategies +

Our all-day IC Marketing Forum presents detailed information and analyses regarding the markets for Doors in Europe focusing Germany in the categories Exterior-, Interior- and Fire Resistant Doors. We consider the market development and analyse the market influencing indicators regarding the economic outlook and the Building Construction (Residential + Non-Residential). We present a general overview of the singular markets, including the market sizes and the average prices. Furthermore we take a closer look at the customer and business segments and present benchmarks referring to materials, customer- and business segments. Besides the market lectures in mid-morning, in the afternoon we introduce industry-specific marketing- and sales optimization lectures, including discussions to actively involve the participants:

- Current facts, figures and forecasts, as well as analyses according to the markets for Doors in Europe:
 - focusing Germany + referring to the product groups: Exterior-, Interior + Fire Resistant Doors
 - + the Market environment: mainly the Building Construction in the categories Residential & Non-Residential
 - towards segments: materials, application sectors + customer groups
 - with a benchmark-comparison regarding: average prices + growth rates
 - including developments in subareas and market niches
 - as well as forecasts + trends on the markets
- Success Factor Partner Management: Grow successfully with your Sales partners
- Power Pricing + Customer segmentation according to Price-types
- Lead-Generation via the Homepage: How to generate qualified leads for online & offline businesses

Exterior, Interior + Fire Resistant Doors in Germany + Europe
on September 20th 2018 from 09:00 am – 05:00 pm
Hotel Königshof, Karlsplatz 25, 80335 Munich, Germany
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 July 13th 2018. (This special offer is available for participants of the same company).

We recommend an early booking [via online application form](#). Please do not hesitate to contact us for further information!

Dr. Frederik Lehner
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1. The markets for Exterior, Interior + Fire Resistant Doors in Germany + Europe

The Door market within Europe presents itself versatile in the various segments and regions. The presentation introduces the singular markets and product groups in Europe's core markets (TOP 11) focusing Germany. Facts, figures and data are based on our current [IC Market Reports](#).

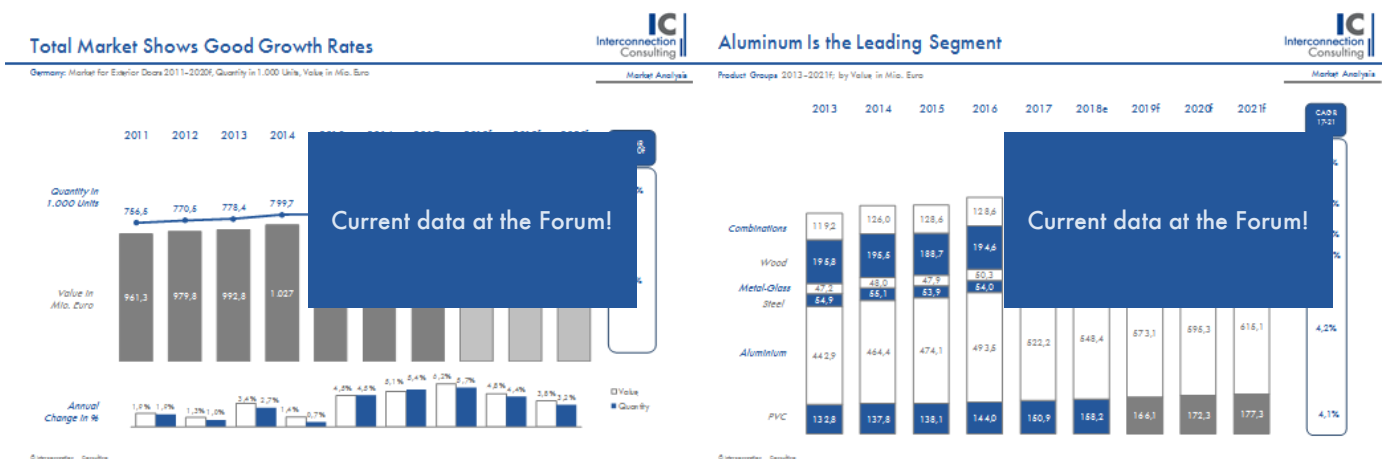
The market for **Exterior Doors** is strongly bound to New Building activities in the private sector, in Germany the growth continues in 2017 as well. Round 80 % of all Exterior Doors in Germany are sold within the private Residential Construction, round 50 % within Renovation activities. The demand for Security Doors is further on rising (round. 66%/Residential, round 78%/Non-Residential) and in the fields of materials Aluminum clearly dominates. In Austria the market as well increased in 2017, Aluminum here as well is the most demanded material and Security Doors are further on in Trend (round 80%). Switzerland presents itself ongoingly strong, one reason amongst others lies in the New Building activities of Family homes.

Regarding the **Interior Doors** markets Germany as well is one of the TOP performer within Europe. Since 2015 the annual growth increased constantly until 4.5% in quantity in 2017. The dependence to the Construction sector here is significant as well: round 65% of all Interior Doors in 2017 were sold in the New Building sector, strongest product group are pre-painted doors with a market share of round 60%.

In the area of **Fire Resistant Doors** the German market grows constantly, whereby round 80% are sold in the Non-Residential Construction sector, steel dominates with round 50% regarding the materials and Fire Resistant Interior Doors have a market share of more than 85%. In Austria and Switzerland the markets are stable. In Switzerland round 85% of the market volume are sold in the fields of Non-Residential Construction and steel stays the most demanded material with round 45% market share.

Presented topics*:

- Current market developments of the Doors markets in Europe focusing Germany until 2021f
- Analyses of the singular Product- and Material groups
- Facts and figures regarding the Segments: Types, Resistance classes, Application sectors, Customer groups
- Benchmarks referring to Average prices, Material shares + Growth rates



Your benefits:

- Analysis of growth potential regarding to the above named segments
- Data, facts and benchmarks to support your sales strategy and controlling
- You get to know the market drivers and are able to reorganize early when it comes to carination

Discussion: How strong is the dependence to the Construction industry?

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

2. Market environment: Economic development + Building Construction

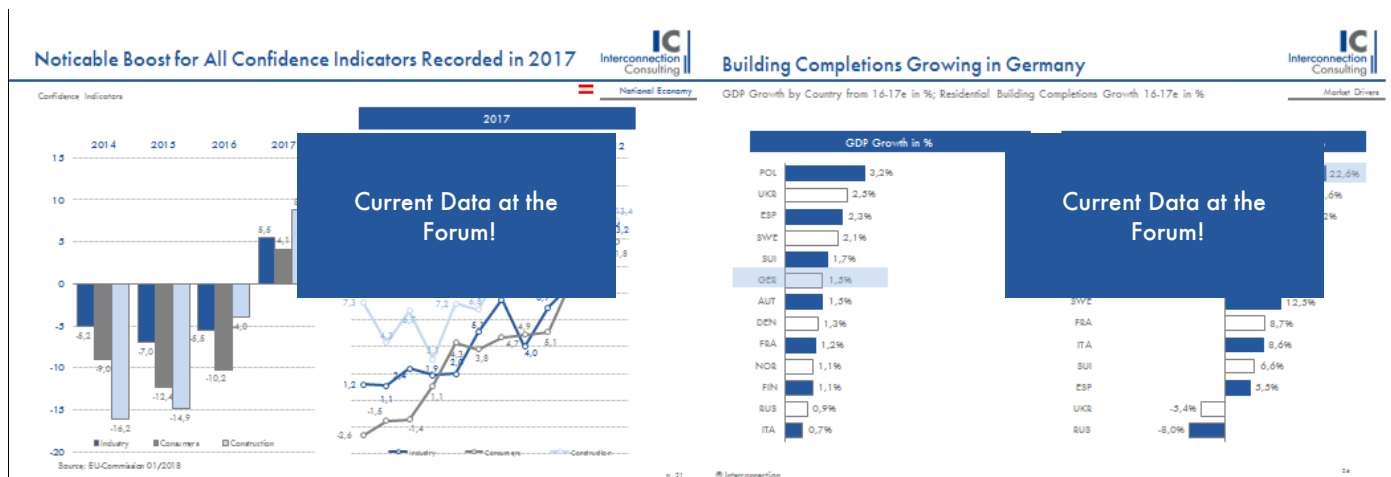
The market development for Exterior, Interior + Fire Rated Doors is driven by construction activity dynamics, by economic developments and current political tendencies. Europe's Building Construction in 2017 for the first time since the financial crises recorded significant positive numbers. Besides the Residential Construction the Non-Residential Construction again increased in 2017. And the market for Doors clearly benefited of the risen Building completions.

In Germany the New Building activity in the fields of Residential Construction was pushed by the migrations crises in 2015 and Germany's Building Construction flourished as well in 2017. Anyways the Residential Building Construction since then could grow sustainable in whole Europe. Especially the New Construction sector is forwarded by rising housing requirements within the conurbations. Forerunners are Germany and the UK, followed by France. Europe's TOP countries in 2016 anyways achieved an annual average growth of round 3% in building units. In Switzerland the market as well develops strongly: in 2015 most flats per capita were realized here. Taillights within Europe's TOP region are further on Austria and Italy.

The presentation introduces mainly the Construction environment and herein especially the growth segment Residential Construction and the Non-Residential Construction in Germany and in Europe's TOP countries, as well as the DIY-area, which numerically grows and the Renovation segment. Furthermore the most important micro- and macroeconomic categories (economic development, employment figures, GDPs) presented. Data, facts and forecasts are based on our current [IC-Building Forecast](#).

Presented topics:

- Developments in the Residential Building Construction in Germany ..
+ Europe's TOP countries (Benelux, UK, FR, IT, PL) until 2021
- Facts, figures + data referring to various segments: Building types, Customer groups
- Building-data: DIY, New Building Activities, Renovation
- Analyses of further market drivers: Demography, Economic Developments etc.
- Benchmarks referring to Average prices, Material shares + Growth rates
- Trends on the markets



Your benefits:

- Analysis of growth potential in above-named countries and segments
- Data, facts and benchmarks to support your sales strategy and controlling
- You get to know the market drivers and are able to respond flexibly to changes

Discussion:

- Where can new growth islands regarding the New Building activities be found?

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

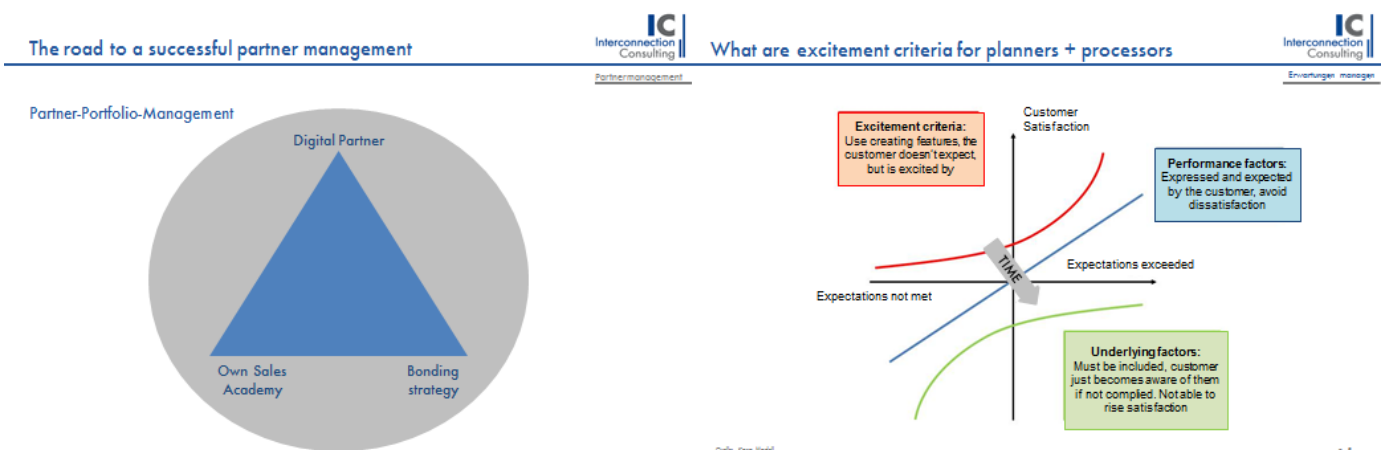
The presentation introduces the most important items in the fields of Partnering on the **Exterior, Interior + Fire Resistant Doors** markets. Therefore we consider the singular parts of the involved parties of a sales circuit and present concepts to grow together with the sales partners. Furthermore 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?

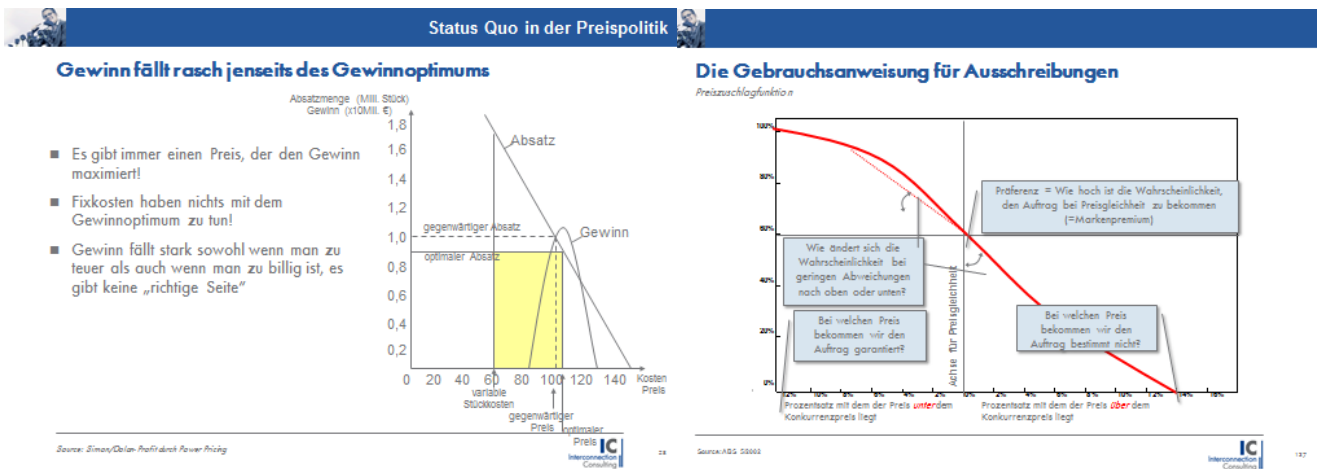
4. Power Pricing + Customer segmentation according to Price-types

Nothing's as easy as to change a price, but nothing's as complex as the impact of prices to profit, markets and customers. Traditional models of price calculation often marginally use the potential profit. Accustomed discount strategies are able to ruin brand developments of many years in next to no time and besides are excessively expensive. Within the **Doors branch** in consideration of the increasing market concentration and the growing competition it is even more important to take a closer look at the effectiveness of prices to profit as well as markets and customer demands.

This fourth presentation throws a glance at the impact of prices to profit, markets and customers before introducing the customer segmentation according to price-types in another section. The segmentation according to price-types emphasizes the price behavior of customers in the area of segmentation: Every single customer possesses a specifiable price behavior towards certain products or services. The whole Marketing-Mix and especially the pricing strategies should be harmonized with those price behaviors.

Presented topics:

- The potential of marginal increase of prices
- The destructive power of price war
- Price elasticity on the contrary to profit margin
- The meaning of prices from the customer's point of view New challenges to pricing
- Price-types at a glance
- The motives behind the price types
- Matching: a strategy to match the price with the customer



Your benefit:

- You are able to identify the optimum profit of your company equally adapt prices
- You are able to distinguish the correlations of price and profit margin
- You obtain a deeper understanding to determine prices
- You will receive valuable input for segmentation according to price behavior
- You will get tips for efficient price segmentation

Discussion: How to recognize a price optimizer? + How does customer satisfaction cohere to concrete accomplishments?

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.

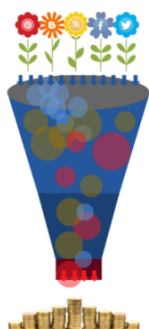
The presentation introduces concepts and techniques to generate qualified leads for your company via Google Tools and subsequently increase sales quantity. Therefore we will take a closer look at the strategic and technical organization of the homepage as well as considering the content and the required presence of the most important sector-specific Google-tools within the **Doors branch**. 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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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

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. Andreas Erdpresser / Managing Director Bratislava

Andreas Erdpresser serves as Managing Director of Interconnection Bratislava. He is an expert in the fields of various industries and markets with special expertise in market intelligence, market data as well as generating market forecast models. Andreas Erdpresser worked at IBM and Kraft Foods (Mondelez) in the Product Change Management, and as well at Management Consulting Partners in the sector of industry client consulting. Graduate from Economic Sciences at JKU (Austria) and the Richard Ivey Business School (Canada).

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

