

# OUTDOOR SUN PROTECTION IN GERMANY + EU TOP 7

 13.02.2019

 EXCELSIOR / Munich

*.. from Europe's leading Market Research Institute  
for Outdoor Sun Protection!*

## TARGET GROUP:

Managing Directors,  
Marketing- and Sales  
Directors of companies of  
the Sun Protection branch,  
as well as of their  
Sales partners

**REGISTER**

PRICE: € 890

EARLY BIRD Special: 2for1  
2 for the Price of 1  
until January 11th 2019



**Dr. Frederik Lehner**

The founder and Director of the IC Group has extensive experience in the fields of Market research, Marketing, Price Management and Internationalisation.



**Dr. Stefano Armandi**

The graduated economist and political scientist is part of IC as Senior Consultant and Market Analyst since 2013. He is responsible for the Sun Protection markets.



**Mag. Raphael Amschl**

The graduated business informatics scientist since 2008 is with the IC Group. As Consultant he is responsible for the fields Digitalisation and Online-Marketing.

# INVITATION

Our day-long Marketing Forum will provide a comprehensive overview of the German sun protection market and how it is faring in relation to the developments in the leading European markets. In the morning we will give an overview of the core results of numerous studies and will analyze market developments and potential, including forecasts up to 2021 based on our current studies. We will also be presenting key market drivers (especially the construction industry), trends, and success factors.

The market lectures will include market sizes and average prices in terms of product groups, areas of application, and customer segments. In the afternoon, you can expect to learn about selected tools for your marketing and sales agendas that will make you even more successful on the market! Our discussions following the lectures will give you the opportunity to ask questions and raise topics important to you!

## MARKET DEVELOPMENT | MARKET DRIVER | TRENDS \*

Key results and Benchmarks of the German market compared to Europe's TOP 7 markets in the following categories:

**OutdoorSun Protection: Roller Shutters | Outdoor Venetian Blinds | Awnings | Bioclimatic Pergolas**

Including data concerning the total market + highlights of the developments in the following subsegments\*:

Product groups | business + customer segments | distribution channels | materials | a.o.

As well as Trends, Price developments and Success factors.

\* The presentations are based on current studies, but they cannot and don't want to replace the studies!

## MARKETING TOOLS

Success factor PARTNERMANAGEMENT:

Successfully grow with your Sales partners!

POWER PRICING: Sales optimisation through a targeted Pricing policy

ONLINE LEAD GENERATION: Strategies for the Sun Protection markets

Your Contact Person:  
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info@interconnectionconsulting.com



## SUN PROTECTION IN GERMANY

WHEN: 13.02.2019

WHERE:

Excelsior by Geisel  
Schuetzenstraße 11  
80335 Munich

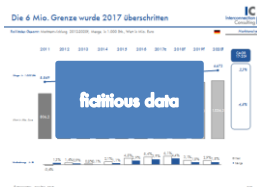
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# PRESENTATIONS

## The German Market for Outdoor Sun Protection

The presentation analyses the German market for Outdoor Sun Protection in the categories Roller Shutters, Outdoor Venetian Blinds, Awnings and Bioclimatic Pergolas and compared to the developments in Europe's TOP 7 markets. We present facts and figures regarding the current market sizes and the market development for the total markets in different segments including growth rates and forecasts until 2021. The presentation is based on our current IC Market Tracking.



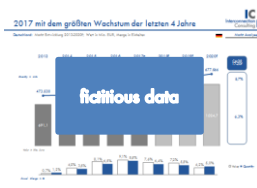
### Roller Shutters

- Product groups: Assembled Systems + Profiles
- Customer segments: Residential + Non-Residential
- Material: PVC, Aluminium, Other Types
- Distribution channel: Industry, direct, indirect
- Motorization + Installation Types



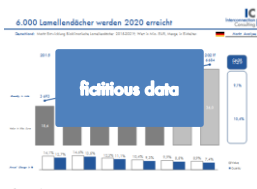
### Outdoor Venetian Blinds

- Material: Aluminium + Other Types
- Customer segments: Residential + Non-Residential
- Business segments: New Construction + Renovation
- Distribution channel: Industry, direct, indirect
- Motorization: motorized, non-motorized



### Awnings

- Product groups: Retractable Awnings, Patio Awnings, Conservatory Awnings, ZIP Screens, Other Vertical Systems, Other Types
- Distribution channel: Industry, direct, indirect
- Customer segments: Residential + Non-Residential
- Business segments: New Construction + Renovation
- Motorization



### Bioclimatic Pergolas

- Material (Blades): Aluminium, Wood, Others
- Type of System: Retractable Blades, Fixed Blades
- Business Segment: Residential + Non-Residential
- Distribution channel: direct, indirect

## Market Environment: Economic Development + Construction Economy in Germany

The presentation looks at the development of the most important market drivers for the Outdoor Sun Protection markets: Germany's economy and construction industry. We analyse the Residential and Non-Residential Construction market and present benchmarks regarding building permits and building completions in the segments New Construction and Renovation. The presentation is based on our annual IC Building Forecast.

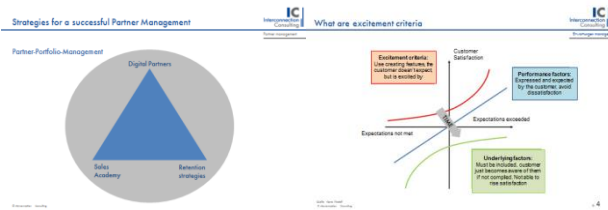


### MARKET ENVIRONMENT:

- Developments in Residential + Non-Residential Construction in Germany + EU TOP 7 until 2021
- in the categories: New Construction + Renovation
- by segments: Building types, Building permits + Building completions
- other market driver: Economy, Demography, Migration
- including Growth rates + Trends

## Success factor PARTNERMANAGEMENT: Grow successfully with your Sales partners!

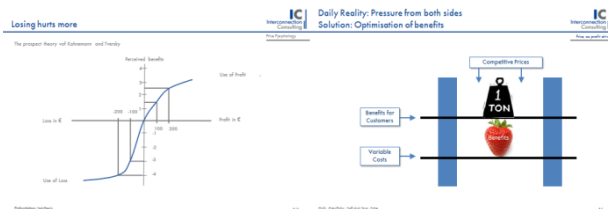
The presentation introduces the most important parameters in Partnering for the Construction elements markets and presents concepts to successfully grow together with the Sales partners. We take a look at who is involved in decision processes (brand, sales, commercialisation) and analyse the most important levels of Partnering, from the selection, to digital alliances or bonding strategies. Furthermore we present the structure and advantages of an own Sales Academy and evaluate the Partnermanagement 2.0 considering a combination of Lead Management and Online Lead Management.



- Decision processes, Buying criteria + Brand ambassadors ..
- Partner-Portfolio-Management: Digital Partners, Bonding strategies
- Strategies + Advantages of a Sales Academy
- Customer loyalty through Excitement attributes
- Lead Management + Online Lead Management

## POWER PRICING: Sales optimisation through a targeted Pricing policy

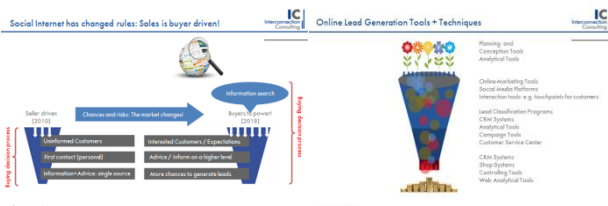
We look at the impact of prices to profit, markets and customer preferences considering branch-specific characteristics and current trends. We analyse aspects like price calculation and price increases and present tools to better understand and manage your price settings and price fixing.



- The potential of marginal price increase
- The destructive power of price war
- The relation of Price elasticity + Profit margin
- The meaning of prices from the customer's point of view
- New challenges to the Pricing

## ONLINE LEAD GENERATION : Strategies for the Sun Protection markets

We present strategies to fully exploit the potential of the internet regarding customer acquisition. We introduce strategy concepts and essential components from the planning to the implementation to help you to successfully realize your Lead Generation projects within the Sun Protection markets.



- Planning + implementation of Lead Generation Projects
- Strategies for Online Customer Acquisition
- Tit for Tat as new internet valuta
- LG Processes: Definition of a communication chain, interfaces + competences
- Strategic Orientation of the Webpage
- Do's + Don'ts by the implementation of LG Projects

## PROGRAM

- 09.00 Introduction
- 09.15 Market Environment: Economic Development + Construction Economy
- 10.00 Coffee Break
- 10.30 The German Market for Outdoor Sun Protection
- 12.00 Lunch Break
- 13.30 Success factor PARTNERMANAGEMENT: Grow successfully with your Sales partners!
- 14.30 POWER PRICING: Sales optimisation through a targeted Pricing policy
- 15.30 Coffee Break
- 16.00 ONLINE LEAD GENERATION: Strategies for the Sun Protection markets
- 17.00 End of the Event

... including a  
3-course-menu,  
Catering +  
elektronic  
Records

## Customer Voices + References

The open discussion about numerous facets of sales has made it possible for me to once more look over the edge of „my own sales“. During the day new impressions occurred to me, that for sure will lead to new activities within „my own“ sales activities.

Joachim Rauch,  
Sales Director MAICO

The contributions were a refresher and simultaneously conveyed new knowledge and findings to me, a well as they gave space for self reflection.

Andreas Wind,  
Project + Key Account Manager DCCS

