

 27.02.2019

 IMPERIAL / Vienna

HOT RUNNERS + HOT RUNNER CONTROLLERS worldwide

.. from Europe's leading Market Research Institute for the Hot Runner markets !

TARGET GROUP:

Managing Directors,
Marketing- and Sales
Directors of companies of
the Plastic Machinery branch,
as well as of their
Sales partners

REGISTER

PRICE: € 890

EARLY BIRD Special: 2for1
2 for the Price of 1
until February, 1 2019



Dr. Frederik Lehner

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



Mag. Ernst Rumpeltes

The graduated economic is part of IC since 2010 as Senior Consultant and Market Analyst. He is responsible for the Hot Runner markets.



Ing. Peter Berger, MA, CMC

Peter Berger has had studied Sales Management and has more than 30 years experience in International Sales.



Mag. Michael Cetinkan, MBA

The graduated economic sociologist is Sales Excellence expert at IC. Since 2017 he leads the sales obligations as head of sales.

INVITATION

Our day-long Marketing Forum will provide a comprehensive overview of the TOP markets for **Hot Runners** and **Hot Runner Controllers** worldwide. In the morning we will give an overview of the core results of our studies and will analyze market developments and potential, including forecasts up to 2021 based on our current studies. Furthermore we present data on the market development of the e-mobility market worldwide, a segment of the automotive sector, which is so important to the market.

The market lectures will include analyses by region and market sizes 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 worldwide market for Hot Runners and Hot Runner Controllers.

With data covering the total market + highlights of the developments in the following segments*:

Product Groups | Customer Groups | Application Segments | Controlling Zones | Technical Improvements

As well as Success Factors.

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

MARKETING TOOLS

CUSTOMER SATISFACTION:

How to recognize the customers' needs + maximize profit !

SALES MANAGEMENT: Relationship Building in Sales 2.0

SHARE of WALLET Program

Your Contact Person:
Mag. Dominica Niton
+43 1 5854623-35
info@interconnectionconsulting.com



**HOT RUNNERS +
worldwide**

WHEN: 27.02.2019

WHERE:
Hotel IMPERIAL Vienna
Kaerntner Ring 16
1015 Vienna

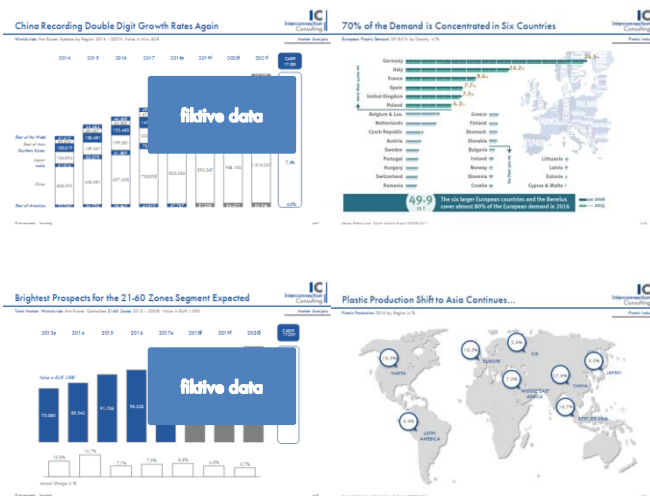
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LECTURES

The Worldwide Market for Hot Runners + Hot Runner Controllers

The lecture analyses the worldwide TOP markets for Hot Runners and Hot Runner Controllers in terms of market developments, market sizes, regional developments and application segments. We present data and figures according to market sizes and market developments of the total markets including growth rates and forecasts up to 2021 on the basis of our current IC Market Trackings.



HOT RUNNERS

- Worldwide Market by Application
- Application Segments by Customer Segments
- Market development + Forecasts up to 2021
- including Market Sizes + Growth Rates

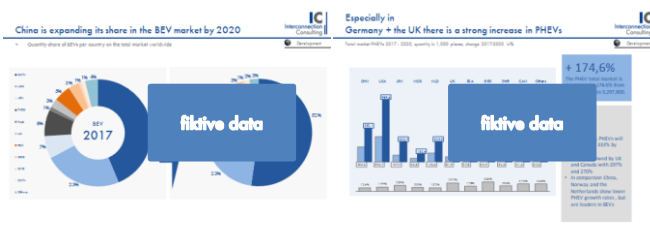
HOT RUNNER CONTROLLERS

- Worldwide market developments by region
- Market by Controlling Zones
- Technical Improvements
- including Market Sizes + Growth Rates

The future of the Automotive Sector

The success of the electric car pioneer Tesla shows that the switch in the direction of electric cars is irreversible. As the electro-mobility develops, governments around the globe set very different goals and targets. While the efforts of European automotive powers like Germany are relatively poor, the Chinese government sees the future of the Chinese auto industry in electro-mobility and therefore is continuously working on becoming the world market leader in e-cars using state incentives and market liberalization.

The lecture analyses the development of the e-mobility markets worldwide.



E-MOBILITY worldwide

- worldwide market development up to 2020
- by region, market size + product groups
- including Growth Rates + Trends

SUCCESS FACTORS on the Hot Runner market + Discussion

The lectures introduces industry-specific success factors for the branch followed by a discussion.

Customer Satisfaction: How to recognize the customers' needs + maximize profit

The measurement of customer satisfaction should primarily serve the purpose to increase a company's profitability through a stronger customer retention. A solid analysis provides useful input to practical improvements within the appropriate segments, whereby demanding markets generally call for a regular monitoring of customer satisfaction. Sustainable business growth is based on enthusiastic customers who act as brand ambassadors. The optimization of this cycle is at the center of the lecture: from measurement, to improving the performance and up to expanding the customer base.

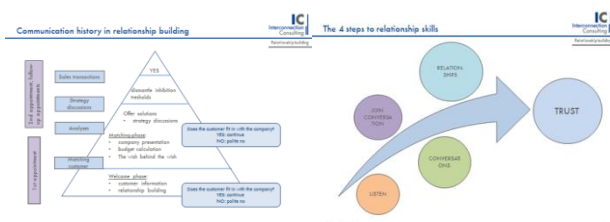


- Measuring customer demand
- Core parameters to increase customer satisfaction
- Recognizing customers' needs: Analysis of the value for money
- Differences between loyalty and customer retention

Sales Management: Relationship Building in Sales 2.0

At the latest since the turn of the millennium, customer relationship management has undergone drastic changes with the onset of the digital revolution. In the age of digital commerce, the relationship between business and customers is shaped by technical achievements such as search engine optimization (SEO), artificial intelligence (AI) in commerce and virtual reality (VR), which are primarily used to measure and increase customer satisfaction.

In the age of computer assistance, personal sales become more important than ever, but only if the relationship competence of the person and the assistance of the computer are complementary. Relationship Building 2.0 is a reflection on the human component in sales that puts the power of automated systems on the road.



- What does the computer know that you don't know?
- What emotions move customers?
- The way from sales pitch to relationship building
- What do strong relations ensure?

SHARE of WALLET Program

Ultimately it is the buyers who are responsible for the growth of a company. Anyone who wants to create sustainable growth has to build a good relationship between corporate philosophy and customer needs. This applies both to end customers as well as to B2B markets. How to successfully control growth in sales from this perspective is shown in this lecture by Peter Berger.



- Customer Typologies: Price Optimizer, System Optimizer + Problem Solver
- Differentiation of the customer types: What do they demand + and which type suits me?
- „Strategic Sales Control" in technical sales
- How to develop strategies for the right customer mix

PROGRAM

- 09.00 Introduction
- 09.15 The Hotrunner & Hotrunner Controller Market worldwide
- 10.30 Coffee Break
- 11.00 The future of the Automotive Sector
- 11.45 Success factors on the Hot Runners market
- 12.00 Discussion
- 12.30 Lunch Break
- 14.00 Customer Satisfaction: How to recognize the customers' needs + maximize profit
- 14.45 Sales Management: Relationship Building in Sales 2.0
- 15.30 Coffee Break
- 16:00 SHARE of WALLET Program

... 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

..Mold-Masters subscribes to the Interconnection Consulting Annual Hot Runner Report and refers to the report for various internal business initiatives.

Michael Ellis,
Director Sales Support + Marketing MOLD-MASTERS

