

FACADES IN GERMANY + EU TOP 5

16.05.2019

Excelsior / Munich

TARGET GROUP:

Managing Directors,
Marketing + Sales Directors
of companies of the Façade
branch as well as supplier
companies

REGISTER

PRICE: 890 €

EARLY BIRD Special: 2for1
2 for the Price of 1
Until March 29, 2019

*.. from Europe's leading provider of Market Intelligence
for the Façade markets!*



Dr. Frederik Lehner, founder and Managing Director of the IC Group is an expert in the fields of market research, marketing, price management and internationalization.



Mag. Ernst Rumpeltes the graduated economic scientist and since 2010 Head of Market Intelligence, inter alia is responsible for price research and customer satisfaction. As author of the annual IC Building Forecast he is an expert in the construction sector.



Mag. Michael Cetinkan, MBA, the graduated economic sociologist is sales excellence expert. Since 2017 he directs the sales agendas at Interconnection Consulting as Head of Sales.

INVITATION

Our day-long Marketing Forum will provide a comprehensive overview of the German Façade market. In the morning we will give an overview of the core results of our studies and will analyze the singular product groups (RFC, CFW + Sandwich Panels) as well as the market environment (building construction) and economic outlook of the branch. We consider the market developments and potential, including forecasts up to 2021. We will also be presenting key market drivers, trends, and success factors.

The market lectures will include market sizes and will present the highlights of the singular 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 DRIVERS | TRENDS *

Key results and Benchmarks of the German market compared to Europe's TOP 5 markets and analyses of the highlights of the developments markets in the following categories:

Rainscreen Cladding, Curtain Wall Facades + Sandwich Panels

By Segments*: Façade Types / Materials / Customer + Business Segments / Cladding Panel Materials + Sizes / Building Types / Applications Areas

+ with data covering the total market + a forecast up to 2021

+ including growth segments, trends + success factors

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

MARKETING TOOLS

PRICING EXCELLENCE

ONLINE LEAD GENERATION

SALES MANAGEMENT

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



**FACADES in GERMANY
+ EU TOP 5**

WHEN: 16.05.2019

**WHERE: EXCELSIOR by Geisel
Schützenstraße 11
80335 Munich**

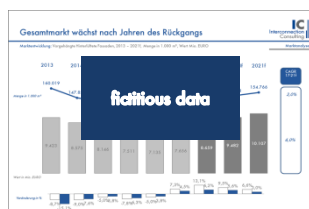
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TOPICS + CONTENTS

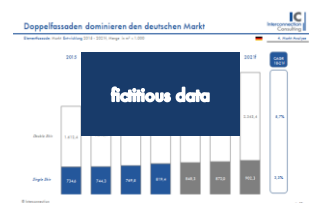
Market Development of the German Façade market

The presentation analyses the German market for Façades in the categories Rainscreen Cladding, Curtain Wall Façades + Sandwich Panels compared to the developments in Europe's TOP 5 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 Trackings.



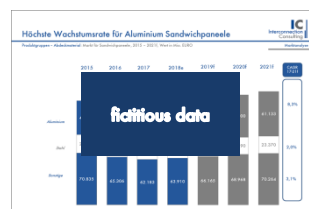
Market Development RAINSCREEN CLADDING

- in Germany and EU TOP 5
- by Segments: Cladding Materials, Size
- in Residential + Non-Residential Construction
- **Total Market Analysis + Forecasts up to 2021 for all Segments**



Market Development CURTAIN WALL FACADES

- in Germany and EU TOP 5
- by Segments: Material, Façade Types, Insulation
- by Customer- + Business Segments
- **Total Market Analysis + Forecasts up to 2021 for all Segments**

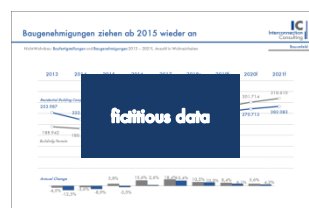


Market Development SANDWICH PANELS

- in Germany and EU TOP 5
- by Segments: Product Groups, Building Types + Insulation Thickness
- by Business Segment + Application Area
- **Total Market Analysis + Forecasts up to 2021 for all Segments**

Market Environment: Economic Development and Building Construction in Germany

The presentation looks at the development of the most important market drivers for the Façade 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:

- Residential + Non-Residential Construction in Germany + EU TOP 5 up to 2021
- Categories: New Construction + Renovation
- Segments: Building types, Building permits + Building completions
- further Market Driver: Economy, Demography, Migration
- **Including Growth rates + Trends**

MARKETING TOOLS

PRICING EXCELLENCE: Sales optimization 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 analyze aspects like price calculation and price increases and present tools to better understand and manage your price settings and price fixing.



- Better understand regional differentiated markets
- Application areas: location, expansion, site planning
- Optimization of territory planning + sales controlling
- Identifying hidden resources
- Potentials for customer segmentation + acquisition

ONLINE LEAD GENERATION for the Facade markets

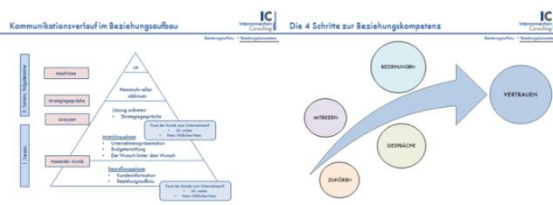
We present strategies to fully exploit the potential of the internet regarding customer acquisition. We introduce strategy concepts and essential components from the planning to the implementation to help you to successfully realize your Lead Generation projects within the Façade markets.



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

SALES MANAGEMENT: Relationship Building in Sales 2.0

At the latest with the onset of the digital revolution the relationship between companies and customers is shaped by technical achievements (SEO, AI in Sales, Virtual Reality). The lectures points out the importance of personal sales in times of computer assistance, especially when the human relationship competence and the computer assistance appear complementary.



- 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?

PROGRAM

- 09.00 Introduction
- 09.15 Market Environment: Economic Development and Building Construction in Germany
- 10.00 Coffee Break
- 10.30 Market Development of the German Facade market
- 12.00 Lunch Break
- 13.30 PRICING EXCELLENCE: Sales optimization through a targeted Pricing Policy
- 14.30 ONLINE LEAD GENERATION for the Facade markets
- 15.30 Coffee Break
- 16.00 SALES MANAGEMENT: Relationship Building in Sales 2.0
- 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, as well as they gave space for self reflection.

Andreas Wind,
Project + Key Account Manager DCCS



Italcementi
Italcementi Group

