



RESIDENTIAL CONSTRUCTION IN SWITZERLAND + EU TOP 5

 08.05.2019

 Hilton Zürich Airport

TARGET GROUP:

Managing Directors,
Marketing + Sales Directors of
companies of the Residential
Building Construction

REGISTRATION

PRICE: 890 €

EARLY BIRD Special: 2 for 1
2 for the Price of 1
Until March 15, 2019

*.. from Europe's leading provider of Market
Intelligence for the Residential Building Construction !*



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 Swiss Residential Building Construction 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 the key market drivers and the market environment.

The market lectures will include market sizes and present 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 Swiss market compared to Europe's TOP 5 markets and analyses of the highlights of the developments markets in the following segments*:

Building Types, Building Permissions, Building Completions, Renovation, Construction Stages, Construction Methods, Price Classes

+ Including data concerning 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

GEOMARKETING

POWER PRICING

ONLINE LEAD GENERATION

SALES MANAGEMENT

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**RESIDENTIAL
CONSTRUCTION in
Switzerland + EU TOP 5**

WHEN: 08.05.2019

**WHERE: Hilton Zurich Airport
Hohenbühlstraße 10
8152 Opfikon**

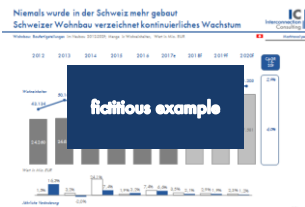
REGISTRATION

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TOPICS + CONTENTS

Market Development of the Swiss Residential Construction market

The lecture analyses the most important developments on the Swiss Residential Construction market compared to the developments of Europe's TOP 5 markets, by Building Types, Building Permissions and Building Completions. We present facts and figures on the current market sizes and the market developments for the total markets in various segments including forecasts up to 2021 on the basis of our current IC Building Forecast.



MARKET DEVELOPMENT

- Current market development of the Residential Construction up to 2021
- in Switzerland and the EU TOP 5 markets
- Segments: Building Types, Building Permissions, Building Completions
- .. Renovation, Construction Stages, Construction Methods, Price Classes
- The analyses consider the market concentration, market shifts + growth rates

Economic Development and Market Environment of the Swiss Residential Construction market

The lecture introduces the most important developments of the market environment of the Swiss Residential Construction market compared to the developments in the European TOP 5 markets. We present facts and figures on the current economic development, demography, birth rates and more up to 2021.



MARKET ENVIRONMENT

- Figures on the current Swiss economic development up to 2021
- Population Development
- Demographic Development
- Political Conditions (Spatial planning law)

TRENDS on the Residential Construction market

The lecture introduces the most important trends on the Residential Construction market. We consider current social trends and their impact on the market, like housing concepts for the younger generation (Generation Y) and senior-focused residential projects, as well as Digitization trends (Project Planning + Smart Homes).

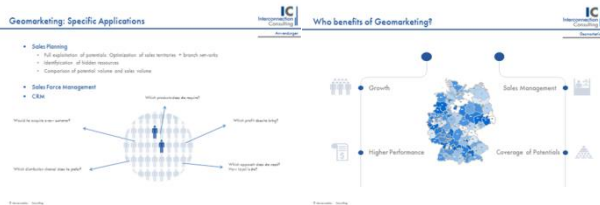


TRENDS

- Current social trends: Generation Y
- House Building Trends: Design Houses + Smart Homes
- Digitization in Building Construction
- Urban Housing concepts + Generation 60+
- Growth segments: Renovation

GEOMARKETING: Understanding markets on a regional level

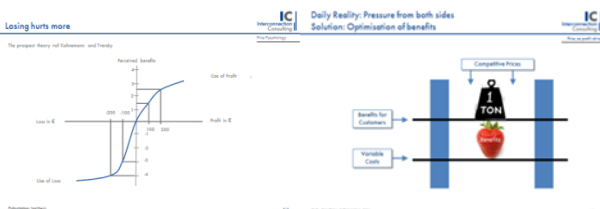
The presentation introduces the most important application areas and tools of Geomarketing and demonstrates the benefits of a regional market analyses: The insights acquired by Geomarketing are used to: support site planning, sales management, expansion- or branch planning and much more.



- 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

POWER PRICING: 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.



- 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 for the Residential Building Construction markets

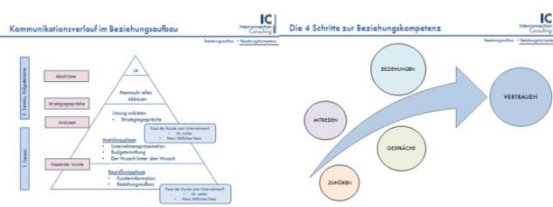
We present strategies to fully exploit the potential of the internet regarding customer acquisition. We introduce strategy concepts and essential components from the planning to the implementation to help you to successfully realize your Lead Generation projects within the Residential Building Construction 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 Economic Development + Market Environment of the Swiss Residential Construction market
- 10.00 Coffee Break
- 10.30 Market Development of the Swiss Residential Construction market
- 11.30 TRENDS am Wohnbaumarkt
- 12.00 GEOMARKETING
- 12.30 Lunch Break
- 14.00 POWER PRICING
- 14.45 ONLINE LEAD GENERATION
- 15.30 Coffee Break
- 16:00 SALES MANAGEMENT
- 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

