



PROGRAMME-FOLDER

FLOORING

Business Convention

SALES 2.0 | INNOVATION | STRATEGIES

#flooring
2020

15.8|16.10.2020
Palais Coburg



WELCOME



Dear Ladies and Gentlemen,

On the 15th & 16th of October 2020 we will be holding the FLOORING Business Convention in Vienna for the first time. Here we offer insights into current topics of the industry, including innovation and distribution strategies, market specifics, appropriate marketing tools and success strategies. Following our themes Sales 2.0 | Innovation | Strategies, we want to sound out current opportunities, product innovations and positioning strategies together with leading representatives and companies in the industry.

With regard to digitalisation and distribution, we will look at cross-material strategies, channel management and online trade. Regarding market and success concepts, we will present a market check and analyse communication strategies, visualisation and standardisation tools and last but not least take a look at innovations in the industry. We will cover a broad spectrum, from strategies concerning ecological change to an example of innovation (people tracking). And of course we will also analyse new strategies that have become necessary following the crisis.

Sales 2.0 | Innovation | Strategies - Lecturers at FLOORING

Bruce Zwicker (CEO | J. J. Haines) will open this year's conference with a presentation about approaches to the customer, trends & answers to the corona crisis. I will also be giving an overview of the latter in a market talk on the European flooring markets and construction trends. Josef Stoppacher (CEO | Weitzer Parkett) will give us an insight into a best case for positioning. He will present efficient strategies in corporate management to effectively compete against the major global players in the industry. Nils Rödenbeck (Vice President DACH | Interface) will be giving an innovation lecture on sustainability and presenting ecological strategies used by the global market leader and sustainability pioneer.

Dr. Axel Steinhage (CTO | Future-Shape) will show us an example of innovation in the industry: people tracking and the possibilities that these intelligent floors open up. On the topic of technology, we also have the presentation by Dr.-Ing. Rico Emmeler (GF | EPH), who will give both an overview of the status quo in the field of standardisation & certification in the flooring sector and an outlook on the changes to be expected. Emanuel Schreiber (Head of Technical Services | Ardex) will be giving a presentation on the field of special building materials for the flooring industry. Milan Zahradnik (CEO | Propster) and DI Marcel Nürnberg (CEO | Squarebytes) are our experts regarding digital sales topics. With Propster, Milan Zahradnik has developed a new interface in sales between property developers and end customers, which can enable new paths in the B2B sector for the flooring industry. Marcel Nürnberg runs Squarebytes, a marketing agency specialised in virtual and augmented reality, which also opens up new approaches and possibilities in sales with these methods.

In addition to the key notes presented here, we want to reflect on what has been said in two panel discussions and strengthen the exchange of ideas between all participants. In addition, you can expect an award ceremony and an evening event on the 15th of October 2020.

I hope we have caught your interest & look forward to welcoming you personally !

A handwritten signature in black ink, appearing to be "F. Lehner".

Dr. Frederik Lehner
Managing Director, InterconnectionConsulting



FLOORING | 1,5 Days of Networking & Think Tanks

PLACE TO MEET & PLACE TO BE: Our Target Group & Whom You Will Meet

Our specialist conference sees itself as a communication platform for the industry: We are aimed at managing directors and decision-makers in purchasing, marketing and sales of flooring manufacturers, suppliers and sales partners. You will meet media and association representatives and not least experts from business and science.



Main Topics: Sales 2.0 | Innovation | Strategies

We will look at innovation topics in the areas of digitisation and distribution; at cross-material marketing strategies, channel management and online trading. With regard to market and success concepts, we present a market check and analyse communication strategies, visualisation and standardisation tools and, last but not least, we take a look at innovations: from strategies relating to ecological change, to an innovation example (people tracking). And of course we will also analyse strategies that have become necessary following the crisis!

- Standardisation and Certification for Flooring Coverings
- Changing Markets & Customers. Trends and Strategies Post Corona
- Digital Innovation | People Tracking | Virtual Reality
- Sustainable Strategies & Industry Innovations
- Digital Sales Strategies & Presentation-Tools

Interconnection Consulting | Information about the Organiser

Interconnection Consulting is an international marketing and consulting company, as well as organiser of specialist conferences and business congresses. As a marketing institute, InterConnection offers selected industry and market knowledge as well as a wide range of market research tools with high methodological competence for B2C & B2B markets.

KEY NOTE SPEAKERS



Bruce Zwicker | President & CEO | J. J. HAINES

Approaches to the Customer, Trends & Answers to the Crisis

Bruce Zwicker is the opening speaker at our FLOORING 2020. As the President & CEO of J. J. Haines, the sought-after keynote speaker has many years of international C-level experience in the flooring industry. Bruce Zwicker is an expert on channel mix and trends. In his lecture, he will show us ways for the industry to stay close to the customer in digital times and present strategies in response to the current crisis.

15.10
09.10



DI Josef Stoppacher | Managing Director | WEITZER PARKETT

Challenges Faced by a Family Business in the Global Market

The family-run company Weitzer Parkett is the Austrian market leader and is one of the top players in the parquet sector in Europe. In his lecture, Josef Stoppacher shows a possible answer to the increasing market concentration in the industry, in which global players buy companies from all material groups and force them into all channels. He explains the David - Goliath principle, illustrating how a player from Austria can assert itself in international competition by means of a mix of innovation, channel management, leadership and agility.

15.10
09.10



Nils Rödenbeck | VP & Managing Director DACH | INTERFACE

The Flooring Covering of the Future – The Ecological Challenge

Nils Rödenbeck is the vice president and DACH managing director of Interface, one of the largest manufacturers of textile modular and elastic floor coverings worldwide. The company has been pursuing a clear sustainability strategy since 1994, making it a clear industry pioneer when it comes to sustainability. Nils Rödenbeck introduces the Climate Take Back™ mission and introduces a modular system that not only supports customers in the interior design, but also has a positive effect on the planet.

16.10
09.05

KEY NOTE SPEAKERS



Dr. Axel Steinhage | CTO | FUTURE-SHAPE

People Tracking in the Flooring Business | Innovation-Potential for the Industry

Future-Shape GmbH has many years of expertise in material science, sensor technology and radio systems. Dr. Axel Steinhage is CTO and director of the Research & Development department. In his lecture, he introduces the industry innovation 'people tracking' and shows what possibilities intelligent floors open up. From the optimisation of shop design, the positioning of products to the improvement of the architecture.

16.10
09.50



Dr.-Ing. Rico Emmeler | Managing Director | EPH Management

Standardisation and Certification for Flooring Coverings - Status Quo and Outlook

Dr.-Ing. Rico Emmeler is the managing director of the EPH (development and testing laboratory for wood technology). The test laboratory is a Europe-wide recognised partner for manufacturers of floor coverings and their underlay materials, as well as their suppliers in terms of proof of conformity with product standards as well as required performance records in the construction industry. In his lecture, he explains relevant developments in the area of standards and certifications and gives an outlook on expected changes.

15.10
15.30



Milan Zahradnik | Gründer & CEO | PROPSTER

Propster: Improving the Collaboration Between Manufacturers & Customers

Milan Zahradnik has over 15 years of experience in online marketing with a focus on the real estate industry. Since the launch of Sonderwunsch Meister GmbH, he has led the PropTech start-up as CEO. PROPSTER has set itself the goal of covering the entire communication and organisational process between the home buyer and the developer or project developer. Milan Zahradnik presents this exciting project, which also opens up new opportunities in the B2B area for flooring manufacturers.

15.10
11.00

KEY NOTE SPEAKERS



Ing. Emanuel Schreiber | Leiter Technischer Dienst | ARDEX

Flooring Coverings | Substructure Coverings – Building the House of the Future

ARDEX produces high-quality special building materials for the floor application areas. The family business has been a leader in quality in the flooring industry for over 60 years. Market-shaping innovation, intensive research, tradition and high quality make the company a premium partner of the industry. Emanuel Schreiber presents new innovations in the field of top and bottom construction coverings by Ardex.

16.10
11.00



DI Marcel Nürnberg | Gründer & CEO | SQUAREBYTES

Virtual Reality as the Sales Tool of Today

DI Marcel Nürnberg is the founder and managing director of Squarebytes, a digital agency for interactive, virtual tours and architectural visualisations. The marketing agency SQUAREBYTES, which specialises in virtual and augmented reality, offers an extensive range of folders, websites, logo development, rendering, 360-degree panoramas, videos and virtual tours. In his lecture, Marcel Nürnberg shows the advantages and opportunities that are opening up for sales with the help of virtual reality.

15.10
16.00



Dr. Frederik Lehner | Geschäftsführer | InterConnection

Market Trends & Prognosis for European Flooring Markets

Dr. Frederik Lehner has been the managing director of Interconnection Consulting, an international marketing, market research and consulting company in Vienna for 20 years. InterConnection is one of the leading companies in the field of market research on the European markets in the flooring industry. In his lecture, Frederik Lehner shows market trends and forecasts across all material groups in Europe. He talks about the impact of Corona on construction and flooring markets and shows ways to react as adequately as possible.

15.10
14.15

PROGRAMME


- 09.00 Welcome & Opening Words | Dr. Frederik Lehner
- 09.10 Approaches to the Customer, Trends & Answers to the Crisis
Bruce Zwicker | President & CEO | J. J. HAINES
- 09.50 Challenges Faced by a Family Business in the Global Market
DI Josef Stoppacher | Managing Director | WEITZER PARKETT
- 10.30 Coffee Break
- 11.00 Propster: Improving the Collaboration Between Manufacturers & Customers
Milan Zahradnik | Founder & CEO | PROPSTER
- 11.40 Panel I New Approaches to the Customer
Bruce Zwicker | Josef Stoppacher | Milan Zahradnik
- 12.15 Lunch Break
- 13.30 Social Media Strategies I Interior Living
tba.
- 14.15 Market Trends & Prognosis for European Flooring Markets
Dr. Frederik Lehner | Managing Director | InterConnection
- 15.00 Coffee Break
- 15.30 Standardisation and Certification for Flooring Coverings - Status Quo and Outlook
Dr.-Ing. Rico Emmeler | Managing Director | EPH Management
- 16.00 Virtual Reality as the Sales Tool of Today
DI Marcel Nürnberg | Founder & CEO | Squarebytes
- 16.30 FLOORING Award Ceremony
- 17.00 End of Conference
- 19.00 Evening Event

15.10.2020

Sales 2.0
Strategies

PROGRAMME

- 09.05 The Flooring Covering of the Future – The Ecological Challenge
Nils Rödenbeck | Vice President DACH | Interface
- 09.50 People Tracking in the Flooring Business
Dr. Axel Steinhage | CTO | Future-Shape
- 10.30 Coffee Break
- 11.00 Flooring Coverings | Substructure Coverings – Building the House of the Future
Ing. Emanuel Schreiber | Head of Technical Service | Ardex
- 11.40 Panel | The Future of Flooring Coverings
Nils Rödenbeck | Dr. Axel Steinhage | Ing. Emanuel Schreiber
- 12.15 Final Words | Dr. Frederik Lehner



16.10.2020
Innovation

Our EARLY BIRD Ticket | up to and including 03.08.2020 !

Secure your ticket for FLOORING 2020. Online registration only. In addition to our single ticket and the EARLY BIRD single ticket, we also offer a group discount. Further information can be found here:



ONLINE
REGISTRATION
FLOORING 2020
Business Convention



ORGANISATION

ONLINE-REGISTRATION
www.flooring-convention.eu/registration

TICKETS

- 1,5 Days Early-Bird Single Ticket € 999.-
Until and including 03.08.2020
- 1,5 Days Single Ticket € 1.200.-
- Group-Ticket € 3.600.-

EVENT LOCATION

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Sponsoring
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