



# **FLOORING**

BUSINESS CONVENTION

## **SALES 2.0 INNOVATION STRATEGIES**

01.-02. July 2021  
Hotel Meliá Vienna

## **FLOORING | The flooring industry in focus**

On July 1 & 2, 2021, we are organizing the FLOORING Business Convention – a new trade conference for the flooring industry with a focus on markets and strategies – in Vienna for the first time.

Over the course of 1.5 days, we will look at current industry topics from the fields of digitalization and distribution, market analysis and market development. Leading companies and industry representatives as well as technical and economic experts present effective and up-to-date marcom strategies and showcase successful positioning strategies. And last but not least, we deal with innovations in the fields of technology and sustainability.

Alongside the lectures, our participants can expect two panel discussions, an evening event and an award ceremony. We address managing directors and decision makers in purchasing, marketing and sales of flooring manufacturers, suppliers and sales partners, as well as media and association representatives.

### **Keynotes & Main Topics. Sales 2.0 | Innovation | Strategies**

**Bruce Zwicker | J. J. Haines** opens the conference with a lecture on the topic of Ways to the Customer, in which he also presents current trends and answers to the crisis. Interconnection analyses the effects of the crisis in a market lecture on the European flooring markets. And **Josef Stoppacher | Weitzer Parkett** shows successful strategies that enable the Weitzer company to position itself successfully alongside major global players. **Nils Rördenbeck | Interface** presents an innovation lecture on sustainability, in which he introduces the ecological strategies of the global market leader and sustainability pioneer Interface.

**Dr. Axel Steinhage | Future-Shape** introduces people tracking and the possibilities that these intelligent floors open up. And **Dr.-Ing. Rico Emmeler | EPH** presents the current status in the area of standardization & certification and gives an outlook on the changes to be expected. With **Emanuel Schreiber | Ardex** we look at progresses in the field of special building materials. Furthermore we present the following keynotes from the field of digital distribution:

With **Propster**, **Milan Zahradnik** has developed a new interface between property developers and end customers, which also opens up new avenues in B2B for the flooring industry. And **Marcel Nürnberg** leads **Squarebytes**, a marketing agency specializing in virtual and augmented reality, which uses these methods to open up new approaches and opportunities in sales. And **Thiemo Gillissen | moodley** shows in his presentation how the power of a strong brand and its emotional positioning works in digital direct-to-consumer sales.

### **Looking forward to an exciting event**



Dr. Frederik Lehner

Managing Director, InterconnectionConsulting

## Keynotes



### *Approaches to the Customer Answers to the Crisis*

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

9.10 am  
01.07.21

Bruce Zwicker is the opening speaker at our FLOORING 2021. 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.



### *Challenges in the Global Market*

**DI Josef Stoppacher | WEITZER PARKETT**  
**Managing Director**

9.50 am  
01.07.21

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.



### *The ecological challenge*

**Nils Rödenbeck | INTERFACE**  
**VP & Managing Director DACH**

9.05 am  
02.07.21

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.

## Keynotes



### *People Tracking in the Flooring Business*

**Dr. Axel Steinhage | FUTURE-SHAPE  
CTO**

09.50 am  
02.07.21

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.



### *Standardisation & Certification for Flooring Coverings*

**Dr.-Ing. Rico Emmmler | EPH Management  
Managing Director**

3.30 pm  
01.07.21

Dr.-Ing. Rico Emmmler 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.



### *The interface Propster*

**Milan Zahradnik | PROPSTER  
Founder & CEO**

11.00 am  
01.07.21

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.

## Keynotes



### *Flooring-Surface | Substructure-Surface*

**Ing. Emanuel Schreiber | ARDEX**  
**Head of Technical Service**

11.00 am  
02.07.21

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.



### *Virtual Reality as the Sales Tool of Today*

**DI Marcel Nürnberg | SQUAREBYTES**  
**Founder & CEO**

4.00 pm  
01.07.21

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.



### *The force of a strong brand*

**Thiemo Gillissen | moodley design group**  
**Partner**

1.30 pm  
01.07.21

As our world gets more and more connected, consumers view products and services as more replaceable. Your competitor is only one tap, one Google search away, the next one outbids you on Amazon. What really drives long-term value is a strong and direct connection with your customers by building an emotionally relevant brand and telling stories that users can quickly relate to.

## Networking

### Our target audience & who you'll 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.



### Keynotes & Main Topics. Sales 2.0 | Innovation | Strategies

We look at innovation topics in the areas of digitalization and distribution. On cross-material marketing strategies, channel management and online trade. On improvements in the areas of visualization and standardization and on innovations in the fields of sustainability and technology. And, of course, we also want to analyze the strategies that have become necessary after the crisis!

Alongside the lectures, our participants can expect two panel discussions, an evening event and an award ceremony.

#### Standardization and Certification for Flooring Coverings

**Changing Markets & Customers**

**Trends & Strategies | Post Corona**

**Digital Innovation | People Tracking | Virtual Reality**

**Sustainable Strategies & Industry Innovations**

**Digital Sales Strategies & Presentation-Tools**

standardization  
& certification  
markets & customers  
digital & technical  
innovations  
sustainability  
marcom



## Programme

01.07.  
2021

- 09.00** Welcome & Opening Words | Dr. Frederik Lehner
- 09.10** **Approaches to the Customer, Trends & Answers to the Crisis**  
Bruce Zwicker | J. J. HAINES
- 09.50** **Challenges Faced by a Family Business in the Global Market**  
DI Josef Stoppacher | WEITZER PARKETT
- 10.30** Coffee Break
- 11.00** **Propster: Improving the Collaboration Between Manufacturers & Customers**  
Milan Zahradnik | PROPSTER
- 11.40** **Panel I New Approaches to the Customer**  
Bruce Zwicker | Josef Stoppacher | Milan Zahradnik
- 12.15** Lunch
- 13.30** **A love story. The power of a branding and emotional value in digital direct-to-consumer sales.**  
Thiemo Gillissen | moodley design group
- 14.15** **Market Trends & Prognosis for European Flooring Markets**  
Dr. Frederik Lehner | InterConnection
- 15.00** Coffee Break
- 15.30** **Standardisation and Certification for Flooring Coverings**  
- **Status Quo and Outlook**  
Dr.-Ing. Rico Emmeler | EPH Management
- 16.00** **Virtual Reality as the Sales Tool of Today**  
DI Marcel Nürnberg | Squarebytes
- 16.30** FLOORING Award Ceremony
- 19.00** Evening Event

## Programme

02.07.  
2021

- 09.05     The Floor Covering of the Future – The ecological challenge**  
Nils Rödenbeck | Interface
- 09.50     People Tracking in the Flooring Business**  
Dr. Axel Steinhage | Future-Shape
- 10.30**     Kaffeepause
- 11.00     Floor Coverings | Substructure Coverings – Building the House of the Future**  
Ing. Emanuel Schreiber | Ardex
- 11.40     Panel | The Future of Floor Coverings**  
Nils Rödenbeck | Dr. Axel Steinhage | Ing. Emanuel Schreiber
- 12.15**     Closing words followed by the end of the event

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*Secure your ticket in advance !* **Our EARLY BIRD until 26.02.2021**

Secure your ticket for the FLOORING Business Convention. Registration is possible online. Our EARLY BIRD is valid until 26.02.2021. In addition to our SINGLE ticket, we offer a group ticket and an ONLINE ticket. You can find more information here:

**Information  
around  
Corona**

**EARLY BIRDS  
26.02.2021**  
€ 200.- discount





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**IC**  
Interconnection  
Consulting

## Organisational details

### TICKETS | PRICES

EARLY BIRD   02.04.2021	€ 999.-
SINGLE	€ 1.200.-
GROUP   4 für 3	€ 3.600.-
ONLINE	€ 799.-
Partner-Ticket Evening	€ 50.-

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ONLINE  
REGISTRATION  
FLOORING

## WE THANK OUR PARTNERS

**RZ** | TRENDS  
INTERIOR  
DESIGN

## FLOORING PARTNERSHIPS

**PARTNER  
SHIPS**

### Becoming a Partner | Your Contact

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