

**STRATEGIES FOR THE MARKETS
OF BABY & TODDLER OUTFITTING**



baby forum |
vienna 2022

Innovation | Digitalization | Communication

02.-03.
06|22

PALAIS HANSEN KEMPINSKI



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Welcome

babyforum vienna

The babyforum vienna will be premiering from 02-03 June 2022. The new industry event focuses on the impact of digitalization and sustainability on sales, brand positioning and communication and presents innovations with focus on brand building and interaction between design and functionality.

Two discussions, the presentation of the babyforum.Awards and three innovation pitches complete the program, as well as an evening event on 2 June.

The new industry platform is addressed to managing directors, decision-makers and employees in the areas of marketing + strategy and sales + business development of manufacturers and partners, as well as media & association representatives and external trade and business experts.

Innovation | Digitalization | Communication

Raúl Sepúlveda | Dorel Juvenile Europe is opening the babyforum with a look at new challenges in the industry from the perspective of the global market leader. Christian Bezdeka | woom bikes shows what it takes in terms of design and functionality to position a start-up as a market leader in a short time, and ergonomics expert Kirsti Vandraas | Peter Opsvik what is important when combining the components design and functionality in the planning phase.

Stephan Klein | Herr und Frau Klein, as an Austrian premium distributor, gives insights into the success strategies of the network „Premium-Partner-Network“. Frederik Lehner | Interconnection Consulting analyses the latest developments in European markets. Ulrica Griffiths | Griffiths Consulting presents effective ways of brand building via social media and Rebecca Duden | We are family presents important steps in targeted campaigning with regard to brand loyalty.

On the following pages you will find our program in detail and the most important information about the event.

Interconnection Consulting
Getreidemarkt 1 | A - 1060 Vienna
Franca Kircher, BA | Event Management
tel.: +43 | 585 4623-15
kircher@interconnectionconsulting.com
www.babyforum.world



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Speakers



RAÚL SEPÚLVEDA

President & CEO | DOREL Juvenile Europe

New challenges and opportunities

Raúl Sepúlveda is Managing Director of Dorel Juvenile Europe (DJE), a global leader in the sector of high-quality, safe and modern children's products. In his lecture, the experienced manager in the areas of product development and marketing, illustrates new challenges in Europe's markets and how to best meet them with versatility, innovation and quality.

europe.doreljuvenile.com

09.10



STEPHAN KLEIN

Managing Director | HERR UND FRAU KLEIN

Is it possible to download brands?

Together, Beate and Stephan Klein have almost 30 years of brand conception and creative management experience in international top 10 advertising agencies in Hamburg, Berlin, Vienna, London and Barcelona. In 2006 they opened Austria's first family concept store „HERR UND FRAU KLEIN“ in Vienna's creative district Neubau. Since then, 80m2 have become 600m2, a second shop in Vorarlberg and a rapidly growing webshop. The newest step: the Premium Partner Network, of which Stephan Klein is co-founder and managing director. Together with eight independent German concept colleagues, the network offers concentrated brand-building and omnichanneling in 22 exclusive „shops-to-be“ and 8 webshops.

herrundfrauklein.com

www.premiumpartner.network

09.50



ASTRID MEISNER

Head of Marketing | Philips Avent

Understanding and applying young families and their needs in today's world

Young families are increasingly confronted with information overload. Whether from family members, friends or influencers, everyone has a different point of view and different advice. The impact this can have on young families is often underestimated. This is where brands, companies and retailers are needed to provide an informative basis for decision-making and help reduce the complexity for young families. However, to be successful as a brand, one must first understand what the needs of the target group are depending on the phase and how much these needs can also vary within a phase depending on the situation.

www.philips.at

11.00



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Speakers



FREDERIK LEHNER

CEO | Interconnection Consulting

Europe's markets & trends in baby & toddler outfitting

Dr. Frederik Lehner runs the market intelligence company Interconnection Consulting, which has strong industry know-how through decades of analysing the markets for baby and toddler products. In his presentation, he analyses the most important market developments in Europe and the most important trends in the industry, also with a look at the effects of the recent crisis.

www.interconnectionconsulting.com

13.30



REBECCA DUDEN

CEO | We are Family

Very First Brandlove How parents & children turn into fans.

Brand loyalty and passion for a particular product do often start in childhood. What should companies consider on their way to the Very First Brandlove? They show what characterises effective campaigns, how and where parents and children can be reached, and why the development of communities or family clubs can have a lasting effect.

we-are-family.de

14.15



RAPHAEL AMSCHL

Head of IT & Digitalization | Interconnection

Lead generation in online sales

Raphael Amschl is a digitalization expert. In his lecture on lead generation in online sales, he shows practicable strategies for generating and managing leads via websites. Buying decisions without the internet hardly exist anymore and: Customers reveal their interests by their search behaviour. The more complex and expensive a product, the more intensively information is usually searched on the web, whereby the entry point is usually Google. In this presentation, you will learn how to sustainably pick up your customers in the digital space with the right mix of customer journey analysis, convincing website content and campaigns!

www.interconnectionconsulting.com

15.30



CHRISTIAN SCHNEIDER

Head of eCommerce Europe | woom bikes

How to make magic moments tangible online

The woom children's bikes are ergonomically designed, super light and well thought out down to the last detail. With every bike sold, woom makes a contribution to environmentally friendly mobility and a future worth living for our children. In his lecture, Christian Schneider answers the question how these features can be experienced online. The head of eCommerce Europe at woom will also discuss how digitalisation and online sales have not only changed the market, but also the company, and why woom has relied heavily on eCommerce from the very beginning.

09.05

woombikes.com



KIRSTI FVANDRAAS

Team Member | Peter Opsvik

Design & Functionality Factors in the planning phase

Since 2008, Kirsti Vandraas is part of the development team in the design studio of Peter Opsvik, the design office that developed the most successful children's chair of all time with the Trip-Trap for Stokke and has already created a sequel with the Nomi for Evomove. Nordic design for babies and children is a special mix of ergonomics, functionality and design that puts the child in the center. In her lecture, Kirsti Vandraas shows what is important when combining these components in the planning phase and what role standardisation and licensing play in the process.

09.50

www.opsvik.no



ULRICA GRIFFITHS

Managing Director | Griffiths Consulting

Brand building in times of social media

Successful social media campaigns are increasingly decisive for the success of products in the baby sector. Ulrica Griffiths, who has held management positions in corporate communications for family issues for more than 20 years, now runs Griffiths Consulting, her own agency specializing in the industry. In her lecture, she shows how to appear trustworthy, how to reach the target group directly and what special features there are when communicating with parents. She presents best practice examples and provides advice for companies of all sizes.

11.00

www.griffiths-consulting.de



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Network

Our target group | Whom you will meet!

The babyforum vienna is the new annual platform for industry & business in baby and toddler outfitting. We address managing directors, decision-makers and employees in marketing and strategy, sales and business development. And we approach manufacturers and their sales partners as well as industry-related media and organisations. We promote the exchange of ideas on specific topics and ensure sufficient space and time for networking!

Facts	Topics	Audience
1,5 days in Vienna Expert presentations Discussions, pitches Award ceremony Evening event	Distributions Online Offline Growth Strategy Design & Functionality Brand Building	Managing Directors Decision Makers Marketing, Strategy Sales & BD Media & Associations

Something for everyone // our Tickets and offers

We offer SINGLE and GROUP tickets, as well as our always-be-there ONLINE tickets. Registration is only possible online!

Here you can find
the tickets and
your registration !

TICKETS

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Event Management
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kircher@interconnectionconsulting.com

** If we are unable to host the babyforum as a hybrid event in June due to the pandemic (a basic requirement is the free travel, e.g. between Germany and Austria), we will announce an alternative date.*

In times of Corona | Better safe than sorry ...

We organize hybrid and in compliance with the 2G+ rule on the spot. You will get your money back if the congress cannot take place due to Corona! More information [online](#)! Cancellations are generally free of charge up to 30 days before the event.



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Agenda
02.06

- 09.00 Welcome & Opening
- 09.10 New challenges and opportunities
Raúl Sepúlveda / CEO | Dorel Juvenile Europe
- 09.50 Is it possible to download brands?
Stephan Klein / Managing Director | HERR UND FRAU KLEIN
- 10.30 COFFEE BREAK | Time & Room for talks and refreshments
- 11.00 Understanding and applying young families and their needs in today's world
Astrid Meisner / Head of Marketing | Philips Avent
- 11.40 Paneldiskussion | Wege zum Kunden 2030
Raúl Sepúlveda, Stephan Klein, Astrid Meisner
- 12.30 LUNCH BREAK | With a seated meal
- 13.30 Europe's markets & trends in baby & toddler outfitting
Frederik Lehner / Managing Director | Interconnection Consulting
- 14.15 Very First Brandlove. How parents & children turn into fans.
Rebecca Duden / CEO | We are family
- 15.00 COFFEE BREAK | Time & Room for talks and refreshments
- 15.30 Lead generation in online sales
Raphael Amschl / Head of IT & Digitalization | Interconnection Consulting
- 16.00 Innovation.Pitches: Sticklet | Norbärt | Unicontrol
3 pitches á 10 mins for newcomers | new products
- 16.30 babyforum.Awards *
- 19.00 Evening event



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Agenda
03.06.

09.05

How to make magic moments tangible online

Christian Schneider / Head of eCommerce Europe | woom bikes

09.50

Design & Functionality

Kirsti FVandraas / Team Member | Peter Opsvik

10.30

COFFEE BREAK | Time & Room for talks and refreshments

11.00

Brand building in times of social media

Ulrica Griffiths / CEO | Griffiths Consulting

11.40

Panel discussion | Good for the baby, better for the mother ..?

Christian Schneider, Kirsti FVandraas, Ulrica Griffiths

12.30

End of the event

babyforum | Cooperation

The babyforum as a platform for the presentation of your company! More information is provided by clicking on the button, our folder is available [for download!](#)



Carola Müller, BA

Sales Management

tel.: +43 | 585 4623-64

mueller@interconnectionconsulting.com

* babyforum.Awards

In the course of the event, we will present the babyforum.Awards in the categories: **Innovation / Product | Sustainability | Web presence**. On 2 June from 4.30 p.m., one main prize and two recognition prizes will be awarded. More information and submission documents are available by clicking on the button!

babyforum
Awards



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Info

Palais Hansen Kempinski



Schottenring 24 | A - 1010 Vienna
www.kempinski.com

.. something for everyone // babyforum TICKETS

SINGLE TICKET € 1.090
GROUP SPECIAL € 3.270.-
ONLINE TICKET € 599.-
EVENING TICKET € 50.-

TO THE
TICKETS

babyforum Cooperations



More information on a Media cooperation can be found [here](#).

You can also find our offer for partners [online](#).

Franca Kicher	Carola Müller
Event Management	Sales Management
tel.: +43 585 4623-15	tel.: +43 585 4623-64
kircher@interconnectionconsulting.com	mueller@interconnectionconsulting.com