

*Interconnection Consulting presents*

**PARTNER  
SHIPS**



# **FLOORING**

BUSINESS CONVENTION

15.-16. November 2021 | Hotel Meliá Vienna

**FLOORING**

Business Convention

[www.flooring-convention.eu](http://www.flooring-convention.eu)

## Thematic focus & content

Interconnection Consulting will host the first-ever 1.5-day FLOORING on November 15-16, 2021, a new conference for the flooring industry focused on markets and strategies with topics on market development, sales, and smart home and AI innovations. Two panel discussions, an awards ceremony and an evening event will complete the event. We build on our experience as an organizer, as well as on our industry knowledge from our work as a marketing and market research institute for the industry.

**On the following pages we will give you an insight into our concept & present our partner program.**

*For your specific wishes, which we do not cover here, please contact us at any time!*

*Together we will work out a package individually tailored to the needs of your company!*



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**REQUEST  
here**

## WHY become a PARTNER | Our platform for your appearance



### TARGET GROUP

#### FLOORING

##### Communication platform

Keynote speeches by experts from industry, trade and business, empirical market analyses and open panel discussions that invite visitors to actively participate in the discourse form the core of the event.

The target group is managing directors and decision-makers in purchasing, marketing and sales of flooring manufacturers, suppliers and distribution partners.

They will meet representatives of the media and associations and other experts from business and science.



### FLOORING

#### Sales 2.0 | Innovation | Strategies

##### Our Topics

We look at innovation topics in the areas of digitization and distribution. On cross-material marketing strategies, channel management and online trade.

Regarding market and success concepts we present a market check and analyze communication strategies, visualization and standardization tools and last but not least we take a look at innovations:

From strategies concerning the Ecological Change, to an innovation example (People Tracking). And of course we analyze strategies that have become necessary as a result of the crisis!



### NETWORKING

#### FLOORING

##### Communication platform

Our panel discussions provide impulses for interactive think tanks and strengthen communication and exchange among the attendees.

The award ceremony provides additional incentives for this and contrasts with the lecture situation.

Coffee breaks, a seated lunch and a joint finale on 15. November 2021 provide extra space for encounters and discussions.

## FLOORING | Structure & Topics

### *Best Picture & Digitalization*

- Ways to the customer | Answers to the crisis
- Challenges on the global market
- Customer acquisition in online retail
- Discussion | Interaction between customers, retailers & manufacturers

### *Distribution & Market*

- The Power of a Strong Brand | Marcom Strategies
- Market Analysis & Forecast | Europe's Flooring Markets
- Standardization & Certification | Status Quo & Outlook
- Visualization & VR
- Presentation of the FLOORING Awards

### **place to be**

1,5 days in Vienna  
Technical & expert lectures  
Discussions & Think Tanks  
Award ceremony  
Evening Event

### **place to meet**

Directors & Decision Makers  
Marketing | Sales | BD  
Flooring manufacturer  
Suppliers & system partners  
Media & association  
representatives  
Experts from business

### *Innovations | Innovation Examples*

- Innovation topic sustainability
- Innovation example (people tracking)
- Special building materials
- Discussion | Flooring of the future

## PARTNERSHIPS | FLOORING | Our offer for you ...

### silver

€ 2.000.-

The Silver-Package provides a successful advertising presence through the placement of your logo on our website, digital application, printed materials and on-site.

### gold

€ 4.000.-

The Gold Package assures a comprehensive brand presence for your company. Your logo will appear throughout the website, digital application, printed materials and on-site.

**A special feature** of this package is the **presentation stand**.

### diamond

€ 10.000.-

The Diamond Package guarantees comprehensive placement on all advertising media platforms. The presence of your logo is guaranteed throughout the event.

**A special feature is the provision of a business lounge. We take your wishes into account!**

## SILVER | STARTER Package for your successful advertising presence

**silver**  
€ 2.000.-

Ensure a successful advertising presence with our starter package by placing your company logo throughout our website, email sends and printed materials. Our package includes:

- **LOGO Display: Internet presence | E-Mail invitations | Conference folder**
- **... on printed matter | in the lecture room | as part of the evening event**
- **1 Ticket for the congress**
- **Up to 5 additional tickets at € 999.- each**

INVESTMENT COSTS € 2.000,-

## GOLD | UPGRADE Package I including presentation stand

**gold**  
€ 4.000.-

The Gold Sponsorship Package ensures a comprehensive brand presence for your company. Your logo appears throughout the entire internet presence, in the digital application, on the printed matter and at the event. A special feature is the presentation stand in front of the lecture hall. Our package includes:

- **LOGO Display: Internet presence | E-Mail invitations | Conference folder**
- **... on printed matter | in the lecture room | as part of the evening event**
- **Presentation stand**
- **2 Tickets for the congress**
- **Up to 10 additional tickets at € 950.- each**

INVESTMENT COSTS € 4.000,-

## DIAMOND | PREMIUM Package I including Business Lounge

**diamond**  
€ 10.000.-

The Premium Package includes a Business Lounge in addition to the contents of the GOLD Package. You will also receive 4 tickets for the congress and 10 additional tickets at € 899. Our package includes:

- **LOGO Display: Internet presence | E-Mail invitations | Conference folder**
- **... on printed matter | in the lecture room | as part of the evening event**
- **Presentation stand & Business Lounge**
- **4 Tickets for the congress**
- **Up to 10 additional tickets at € 899.- each**
- **We consider your special wishes !**

INVESTMENT COSTS € 10.000,-



## EVENING | Our Evening Event Package

**evening**  
€ 6.000.-

As part of our evening package you will receive an exclusive lounge, a private waiter and we guarantee the presence of your company during the entire event through banners, roll-ups etc. Details on request. Our package includes:

- **LOGO Display: Internet presence | E-Mail invitations | Conference folder**
- **... on printed matter | in the lecture room | as part of the evening event**
- **Presentation stand & Business Lounge**
- **1 Ticket for the congress**
- **Up to 10 additional tickets at € 899.- each**

INVESTMENT COSTS € 6.000,-

## Impressions | apo.business forum 2020



You can find a short video about the apo.business forum 2020 [here](#) !

## Pressclipping & Partner | apo.business forum 2020

ÖAZ | 05. Oktober 2020

APOTHEKEN BUSINESS FORUM 2020

Am 17. und 18. September 2020 fand erstmals das apotheken business forum statt. Vorträge und Diskussionen lieferten Apothekern neue Impulse für bessere Geschäfte.

# Berufsbild im Wandel

Der Veranstaltungsort im Meliá Hotel in Wien – Österreichs höchster Wellnessknoten.



Viel Applaus und Anerkennung erntete die Premiere des apotheken business forum in Wien. Die neue Fachkonferenz, die sich als fixe jährliche Plattform für die Branche etablieren möchte, rückte gemeinsam mit führenden Vertretern der Branche den Wandel des Berufsbilds der Apotheker in den Fokus.

Priv.-Doz. Mag. pharm. DDr. Philipp Salko eröffnete die Vortragsreihe mit einem der beiden Schlüsselthemen: einem Ausblick auf das sich ändernde Berufsbild und die Coronakrise. Diese Krise brachte die Apotheker als lokale Gesundheitsdienstleister zwar verstärkt ins öffentliche Bewusstsein, die Folgen des Lockdowns waren aber für die Apotheken, speziell im innerstädtischen Bereich oder in Shopping Center, dramatisch. Von April bis inklusive Juli 2020 wurde ein durchschnittlicher Umsatzrückgang von 3,8 % verzeichnet, wobei fast zwei Drittel der Apotheken tatsächlich mit einem Umsatzrückgang konfrontiert waren.

## Apotheker fordern mehr Kompetenzen

Dr. Stefan Galspögl

Ihr Handeln in der COVID-19-Krise hat Österreichs Apotheken viel Anerkennung eingebracht. An der wirtschaftlich angespannten Situation vieler Betriebe ändert das nichts. Der Berufsstand diskutiert neue Strategien und Handlungsspielräume.

pharmatime |  
10/2020



Am Höhepunkt der 1. Corona-Welle erlebten die Apotheken in ganz Österreich einen beispiellosen Ansturm. Rasch musste die entsprechende Infrastruktur mit Plexiglas-Trennscheiben, Mund-Nasen-Schutz, Desinfektionsmitteln und Zwei-Schichten-Teams aufgebaut werden. Das kontaktlose „Corona-Rezept“ wurde professionell und problemlos umgesetzt. Die Apotheken konnten ihrer Rolle als gesundheitliche Nahversorger, auf die Verlass ist, voll gerecht werden.

Dass diese Anstrengungen nicht belohnt wurden, zeigen Zahlen, die Philipp Salko (Bild oben) – Präsident der Wiener Apothekerkammer und selbst Apotheker im 21. Bezirk – kürzlich auf dem von Intercon-

nection Consulting veranstalteten Apotheken Business Forum in Wien präsentierte. 65% der Apotheken haben im 1. Halbjahr 2020 einen Umsatzverlust hinnehmen müssen, nur 35% verzeichneten ein Plus. Über die ganze Branche gesehen, ging der Umsatz um 3,8% zurück. Jede zehnte Apotheke musste sogar Kurzarbeit anmelden.

### Flaute nach dem Sturm

Die Gründe dafür sind vielfältig: Nach der ersten Phase des hektischen Einlagens, blieben viele Menschen zu Hause oder wichen auf Online-Angebote aus. Das zeigen auch die Daten, die Stefan Baumgartner (Bild rechts), Geschäftsführer von IQVIA Österreich, vorlegte. Demnach kamen um 15% weniger Patienten in die Apotheken. Es wurden um 4,9% weniger Packungen verkauft.

Philipp Salko verwies auf die strukturellen Probleme der Branche, die durch diese Entwicklungen verschärft würden: „Die Kassenspannen sind seit 2008/09 von brutto durchschnittlich 20% auf 14,53% gesunken. Ein Minus von 29%. Da wird das Alarmglockchen zur Pummeln.“ Denn gleichzeitig würden die Personalkosten steigen und immer mehr Generika Logistik und Handling erschweren. Tätigkeiten wie die Überprüfung gemäß der Fälschungsrichtlinie, die Vergütung magistraler Zubereitungen, die Umsetzung von Eiga und eMedikation würden nicht ausreichend honoriert. Und die

## Partner of the Vienna Window Convention 2019-2021





## Interconnection Consulting | ABOUT

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Interconnection Consulting is an internationally operating marketing intelligence company with its own events division and based in Vienna. We organize up to 15 annual conferences per year, some of them international, including the [Vienna Window Convention](#), [smart.office](#), [Solarcom](#) and many others. Selected industry and market knowledge belong to the portfolio of our institute as well as concepts and tools for the optimization of sales processes, lead generation, pricing and customer enthusiasm. **We advise with heart and competence!**

### Industry events with added value | Innovation. Networking. Communication

With our industry events, we place clear emphasis on the areas of innovation, market development, strategy, sales, digitization and communication. In addition to keynotes from leading industry representatives and external experts, discussions, an awards ceremony and an evening event form the cornerstones of our events. We build on our experience as organizers on the one hand, and on our industry knowledge from our activities as a marketing and market research institute on the other. In addition, we work on close-knit networks with industry-specific media and associations.

### Core competencies and campaign management

Market research and management consulting | Training and coaching | Industry events and conferences

We accompany our customers from the analysis, through the definition of a strategy, to the implementation of their goals. In doing so, we attach great importance to branch competence, which we prove every day anew with detailed market studies in more than 50 branches, in all regions of the world for more than 1000 customers.

[www.interconnectionconsulting.com](http://www.interconnectionconsulting.com)

## CONTACT | WE for YOU

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**We are happy to answer any  
questions!**

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