

NOW
NEW



FLOORING

BUSINESS CONVENTION

Sales 2.0 | Innovation | Strategies

15.-16.
11|2021

HOTEL MELIÁ VIENNA



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AWARDS

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Business Convention

The new event with focus on markets and strategy!

Interconnection Consulting will host FLOORING, a new conference for the flooring industry, for the first time from November 15-16, 2021, around current topics in the industry from digitalization and distribution to market analysis and development. And we will also look at innovations in the areas of technology and sustainability.

Keynote speeches from leading industry representatives and experts will be at the heart of the event. Interactive discussions, an awards ceremony and an evening event complete the program. As a new annual platform for the industry, FLOORING is aimed at decision-makers in purchasing, marketing and sales from manufacturing companies, suppliers and sales partners, as well as media and association representatives.

Sustainability | Innovation | Digitalization

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

In parallel to the topics that characterize the event, we will present the flooring.Awards in the categories Sustainability | Innovation | Digitalization with expert support during the course of the event. In each case, we will award one main winner and two recognition prizes. On the following pages we have compiled more information about the individual categories and the submission modalities for you.

On the following pages, we have summarized more information about the individual categories and the submission modalities for you.

Our team for your questions !

WE for YOU | Carola Müller, BA
Sales Management

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We look forward to an exciting event!



Interconnection Consulting

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Our category, your submission:

SUSTAINABILITY

The topics of sustainability | greening | recycling have steadily gained presence in all areas of life in recent years. Today, hardly any industry in the western world can be imagined without them. Of course, the flooring industry is not unaffected by this either. We select the TOP 3 candidates from the submissions, based on the following criteria:

- Ecological quality | Environmental management (energy)
- Product life cycle: raw materials | manufacturing process
- Material cycle | Recycling

Please send us together with your submission your explanation in relation to the mentioned points in picture and/or text!

FLOORING | flooring.Awards 2021

Submission in the category SUSTAINABILITY

Name | Position:

Phone | Email address:

Company Name:

Registered office:

Explanation | optional:

☐ I hereby confirm my registration for the flooring.Awards 2021 in the category Sustainability and agree to the use of my given data.

Place | Date | Signature



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Our category, your submission:

INNOVATION

Innovations in the areas of digitalization, sales, ecologization, technology or products are a constant thematic component of our event. At the same time, we present the award in the „Innovation“ category. Outstanding achievements by flooring manufacturers and suppliers for customers and installers will be judged. A presentation must be submitted that takes the following points into account:

- What is the innovation ?
- What is the customer benefit ?
- How was the innovation accepted & how researched ?

Please send us together with your submission your explanation in relation to the mentioned points in picture and/or text!

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Submission in the category INNOVATION

Name | Position:

Phone | Email address:

Company Name:

Registered office:

Explanation | optional:

☐ I hereby confirm my registration for the flooring.Awards 2021 in the category Innovation and agree to the use of my given data.

Place | Date | Signature



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Our category, your submission:

DIGITALIZATION

Digitalization and its impact on the flooring industry take up a considerable amount of space in our event. In this category, we award particularly user-friendly digital solutions - website, design simulator or other creative solution. We choose the TOP 3 candidates based on the on the following criteria:

- Usability
- Design & Creative Elements
- Lead Generation

Please send us together with your submission your explanation in relation to the mentioned points in picture and/or text!

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Submission in the category DIGITALIZATION

Name | Position:

Phone | Email address:

Company Name:

Registered office:

Explanation | optional:

☐ I hereby confirm my registration for the flooring.Awards 2021 in the category Digitalization and agree to the use of my given data.

Place | Date | Signature



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Keyfacts on FLOORING

FACTS

1,5 days in Vienna
Expert lectures
Discussions
Think Tanks
Award ceremony
Evening event

Flooring Industry
Manufacturer
Supplier | Partner
Directors | Decision-makers
Media and
associations

TARGET GROUP

Event Promoter Information | About IC

Interconnection Consulting is an internationally active marketing intelligence company with its own events division based in Vienna. We organize up to 15 annual conferences per year, some of them international, including [Smart Intelligence](#), [smart.office](#), the [Vienna Window Convention](#), [Sales Leadership](#) and many more. Selected industry and market knowledge are as much part of our institute's portfolio as concepts and tools for optimizing sales processes, lead generation, pricing and customer enthusiasm. We advice with heart and competence ! We advice with heart and competence!

Industry events + added value | Innovation. Networking. Communication

Our industry events set clear accents in the areas of innovation, market development, strategy, sales, digitization and communication. In addition to keynotes from leading industry representatives and external experts, panel discussions, an awards ceremony and an evening event form the cornerstones of our events. We build on our experience as event organizers, as well as on our knowledge of the respective industries from our work as a marketing and market research institute. In addition, we strive for close cooperation with industry-specific media and associations.

Get your tickets here!

REGISTER