

md Events 2022

Qualified contacts with
interior designers,
architects and planners.

May 2022:

#Planning Sustainability

October 2022:

#Planning Acoustics + Office

NEW

Juli | September | November 2022:

#md.flurfunk



#Planning sustainability

md Hybrid Event - Live and stream
12. May 2022 | Hospitalhof, Stuttgart

Sustainability is something that doesn't just happen: You have to plan for it. The expert speakers at the hybrid event "Planning Sustainability" report on the hurdles that await the committed planner and how they can be overcome. In May, experts will learn at the Hospitalhof Stuttgart and via livestream how to separate wheat from chaff, how to think through projects holistically - and how to take the building owner along on the journey.

Lecture program with technical lecture and short interview

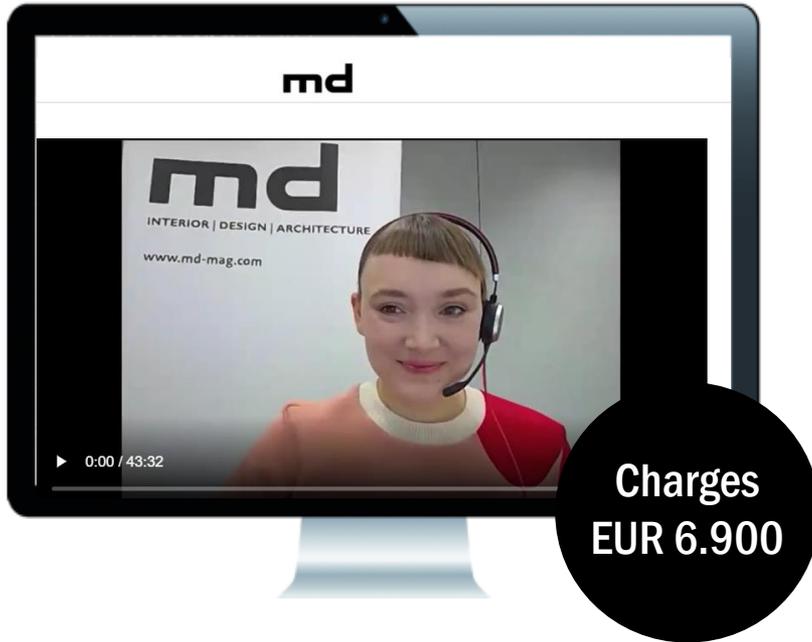
The professional lecture is the most important element :

Here, an expert, architect, designer or customer gives a lecture on the topic. This speaker is provided by the partner and coordinated with the editorial team. Moderated by our specialist editors, with concluding questions and answers. In the subsequent short interview, the company can present products and brand. The interview is recorded in advance and integrated into the event.

Duration of the entire event:
Approx. 4 hours with four partner companies.

The strongest arguments at a glance:

- + Shared experience anchors your brand in the memory of new and existing customers
- + Lead generation from potential customers and new contacts
- + Brand positioning in an upscale and exclusive environment



#Planning Acoustics+Office

md Hybrid Event - Live and stream
24. October 2022 | designpost, Köln

Orgatec opens its doors in October. On the eve before opening, md invites office planners, acoustics experts and interested interior designers to a personal exchange in the Designpost. The popular tradition gets a new facet - because by the live transmission further experts from everywhere will join the high-quality lecture program.

The speakers subsume the shift in the office landscape and offer a well-founded outlook on future working worlds: From room layout and workplace ergonomics to acoustic planning and lighting.

Presentation program with technical lecture and short interview

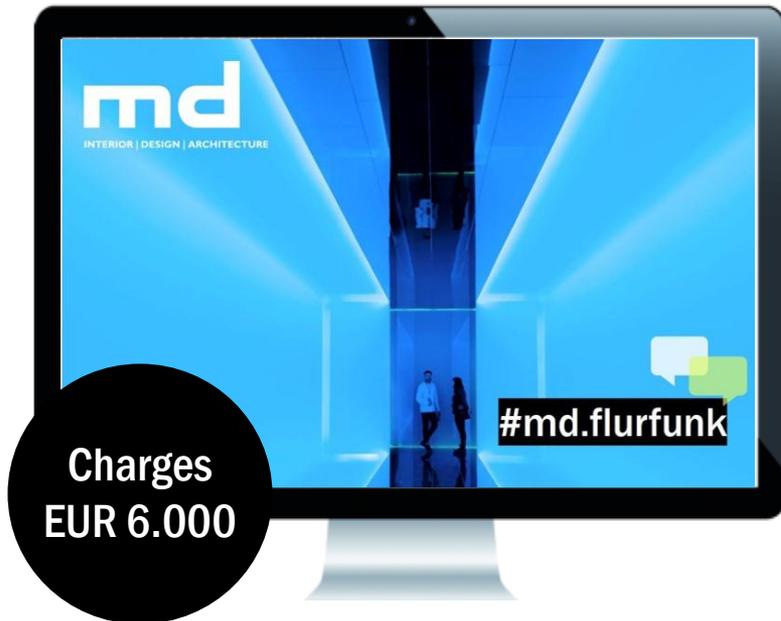
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NEW

Webinar Series

7. July 2022 | 22. September 2022 | 17. November 2022

You don't become an interior designer to get rich!

Becoming an interior designer is a passion. In the new webinar format, md invites interior designers to talk about their career.

What all of the interviewees have in common is their special love for their profession. Topics of conversation such as "setting up an office" and "new fields of business" encourage the listeners to dare to try something new.

The companies sponsoring this webinar series show how important the interior designer is to them, that they are partners with interior designers and support them as consultants.

The extra services at a glance :

- + Inclusion of the recorded video statement "Why is the interior designer important to us as a partner", in every webinar
- + 3 PR messages in each exclusive invitation newsletter to all subscribers
- + Prepared lists of participants
- + Coverage on www.md-mag.com
- + Company logo with linking on all pages .



Advertising campaign print and online

ORGANISATION

- + Invitation management (conception, dispatch, processing)
- + Organization, implementation and quality assurance
- + Provision of technology
- + Registrations with confirmation of registrations

MEDIA CAMPAIGN

- + Logo of the companies will be integrated on the registration page
- + Integration in the editorial newsletters
- + Banner campaign on all architecture websites
- + Promotion through exclusive newsletters to 54,000 recipients

MEDIA MARKS online

- + arcguide.de
- + bba-online.de
- + db-bauzeitung.de
- + md-mag.com

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