Hybrid Events 2021

Qualified contacts to interior designers, architects and planners.

June 2021:
Planning office space

September 2021:
Planning material

November 2021:
Planning sustainability
md Hybrid Events 2021
Lectures live and in stream

md INTERIOR DESIGN ARCHITECTURE embodies content marketing par excellence with its trade events:

Manufacturers show architects, planners and interior designers solutions, technologies, materials.

An independent speaker, for example an interior designer who regularly plans your products, gives a lecture on your behalf on a formative topic in interior design and illustrates it with his work. He sensitises the participants to problems for which you offer the solution.

THE STRONGEST ARGUMENTS AT A GLANCE:

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

Hybrid Event
WHAT IS THAT?
A hybrid event is a public, staged event in which different types of events, levels of experience or cultural areas are combined to create a new type of event.
Hybrid Events 2021
On site and in the livestream

Planning office space
24. June 2021

The office is changing its character: if you want to lure employees back from the home office, you have to offer a lively meeting place instead of a sober workplace.

How do you succeed in translating corporate culture into spaces?

Experienced speakers report live from Stuttgart and in a digital live broadcast.

Planning material
30. September 2021

There are many materials - but which is the right one for my project? The expert speakers will answer this question.

What are the advantages of wood? Why can ceramic or stone-look solid surface compete with the original? And which floor covering is suitable for which use?

Experienced speakers report live from Frankfurt and in a digital live broadcast.

Planning sustainability
25. November 2021

Sustainability is something that doesn't just happen: You have to plan for it. Expert speakers report on the hurdles that await the committed planner and how they can be overcome.

How is the wheat separated from the chaff? How are projects thought through holistically? How do I take the client along on the journey?

Experienced speakers report live from Munich and in a digital live broadcast.
A challenging lecture programme with your expert presentation and short interview

The technical lecture is the most important element: Here, an expert, architect, designer or client should speak 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.

The company, products and brand can be presented in the subsequent short interview. The interview will be recorded in advance and integrated into the event.

Duration of the entire event: approx. 4 hours with four exclusive partners.

Become a partner
YOUR BENEFITS:

+ Own presentation
+ Short interview/presentation of your company
+ Lead generation: list of participants with contact details of participating architects and planners
+ Binding of the target group through networking during the evening
+ Brand and company are anchored in the minds of interested and buying participants
+ High benefit through invitation management and extensive advertising campaign via the Konradin architecture media with a total of 51,000 e-mail recipients
+ Own customers can be invited
Select a Hybrid Event

Planning office space
24. June 2021

Planning material
30. September 2021

Planning sustainability
25. November 2021

Overall performance and costs: 6.900 Euro

Technical lecture and short interview

Advertising campaign with editorial pre- and post-reporting
ORGANISATION
+ Invitation management (conception, dispatch, processing)
+ Organisation, 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
+ Pre- and post-event coverage in the editorial newsletters
+ Banner campaign on all architecture websites
+ Promotion through exclusive newsletters to 51,000 recipients

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